

Module Details	
Module Title:	Business Models for a Circular Economy (Distance Learning)
Module Code:	OIM7020-A
Academic Year:	2019-20
Credit Rating:	10
School:	School of Management
Subject Area:	Operations and Information Management
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Tutorials	5
Directed Study	95

Availability	
Occurrence	Location / Period
DLA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims
To develop understanding of business models and the 'circular economy' in a variety of context including your own professional roles and forward plans. To provide you with an opportunity to design, use and apply business models in support of business problem appraisal and decision making.

Outline Syllabus
Business models, business model innovation and business model canvas Circular Economy business models, strategy and competitive advantage Value creation, capture and distribution Designing and evaluating a CE business model Marketing, financing and legal issues in a circular economy Reverse logistics and supply chains

Information management and the circular economy
 Scaling up business models
 Collaboration and networks in relation to revalorising material flows
 Prospects and challenges for CE business models

Learning Outcomes

1	Review and evaluate different business models for a circular economy
2	Critically appraise a circular economy business model and assess its potential translation into a new or different setting of relevance to your professional role with reference to key enablers and barriers.
3	Assess the implications of different business models with reference to key business activities around strategy, finance, marketing, operations management, leadership and people management
4	Generate a strategy to develop circular economy business models within your professional setting
5	Assemble, co-ordinate and review living system analogies and thinking to a range of settings

Learning, Teaching and Assessment Strategy

You will engage in learning through a series of directed study activities and online tutorials. Study guide and textbook readings, supported by audio recordings and powerpoint slides will introduce important concepts. Structured tutorial exercises will provide you with the opportunity to develop your understanding of key concepts and ideas LOs 1-3. Online tutorial sessions will enable you to engage in debate with your peers and tutor about important ideas and contemporary business problems. LOs 1-5 are assessed through a single written assignment and require you to demonstrate knowledge and understanding of business models within circular economy perspectives and propose a business model for a given business or sector wide framework.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	One individual (up to 2000 words) written assignment relevant to your professional setting.	-2000 words	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.