Module Descriptor

Business Models for a Circular Economy (Distance Learning)

Module Code: OIM7020-A  
Academic Year: 2018-19  
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

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Tutorials</td>
<td>5</td>
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<tr>
<td>Directed Study</td>
<td>95</td>
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Availability Periods

<table>
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<tr>
<th>Occurrence</th>
<th>Location/Period</th>
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<tbody>
<tr>
<td>DLA</td>
<td>University of Bradford / Semester 1 (Sep - Jan)</td>
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<tr>
<td>DLA</td>
<td>University of Bradford / Semester 2 (Feb - May)</td>
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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
Module Learning Outcomes

On successful completion of this module, students will be able to...

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

<table>
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<tr>
<th>Type</th>
<th>Method</th>
<th>Description</th>
<th>Length</th>
<th>Weighting</th>
<th>Final Assess'</th>
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<tr>
<td>Summative</td>
<td>Coursework</td>
<td>One individual (up to 2000 words) written assignment relevant to your professional setting.</td>
<td>0-2000 words</td>
<td>100%</td>
<td>Yes</td>
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Legacy Code (if applicable)
MAN4333M

Reading List
To view Reading List, please go to rebus:list.