Mastering the Circular Economy

Course description

The lecture is based on the business game "The Blue Connection", an innovative, web-based business simulation game in which international teams of four students take on the role of the management of a virtual e-bike manufacturer. Their goal is to manage the company's transformation to circular economy while maintaining and improving profitability.

In the simulation, participants are confronted with a whole range of real-life management decisions that require strategic thinking and seamless cooperation between four functional areas: Finance, Purchasing, Supply Chain and Sales. This gives them the opportunity to learn circular economy concepts and theories in a practical way through direct application. The simulation is supplemented by practical case studies on the topic of circular economy.

The course is offered at several international universities e.g. in Australia, South Korea etc.

Teaching method

Web-based simulation game (online, language of instruction English)

Learning objectives

The students

- know concepts and theories of the circular economy
- know how and with which key figures circularity can be measured
- develop circular strategies independently and learn how they can harmonize these with their revenue model and cost structure.
- evaluate the impact of their own management decisions on the company's success and learn in a realistic way about the trade-offs that can occur in the process
- learn how you can profitably shape the transformation of a company towards a circular economy

Target group

MA students of industrial engineering, logistics and business administration, PhD students upon request, maximum 20 participants

Exam type and performance

Individual term paper about the business simulation game outcome and experience

Effort and ECTS

Presence time 64 hours, self study 116 hours. Gain 6 ETCS while competing with fellow students from all over the world in the design of the best circular operations.

Time

Fall semester 2024/2025

Supervising professor

Prof. Dr. Dirk Wollenweber