

# Managing Circular Economy

## Certificate of Advanced Studies (CAS)



**Building Competence. Crossing Borders.**

# Program, Structure, and Content

## Get in the loop

Increase the resilience and agility of your organization by embracing the circular economy.

### INTRODUCTION

- Is your organization fit for the green deals?
- How can you compete in a world of scarce natural resources and volatile energy prices?
- What if circular economy principles could boost your business, make it more resilient, and help you reach your targets?

Organizations are facing resource scarcity and fluctuating commodity prices. Most of these risks are associated with the linear economy built on the “take-make-dispose” model. Circular economy fosters the decoupling of economic growth and resource consumption.

Already today, organizations implementing circular processes and products mitigate supply risks, reduce costs, enhance customer and employee relationships, differentiate from competition, and spur innovation.

### LEARNING OBJECTIVES AND ADDED VALUE

The CAS Managing Circular Economy enables you to:

- identify and evaluate strategic opportunities of the implementation of circularity within your organization
- understand and anticipate legal environment for your business
- understand customers’ role in the adoption of circular business models
- assess which technologies, such as 3D printing, IIoT, and bio-fermentation, can help to reach your business goals
- develop business models and design supply chains for the implementation of circularity in your company
- offer guidance to senior management concerning the opportunities and risks of the circular economy

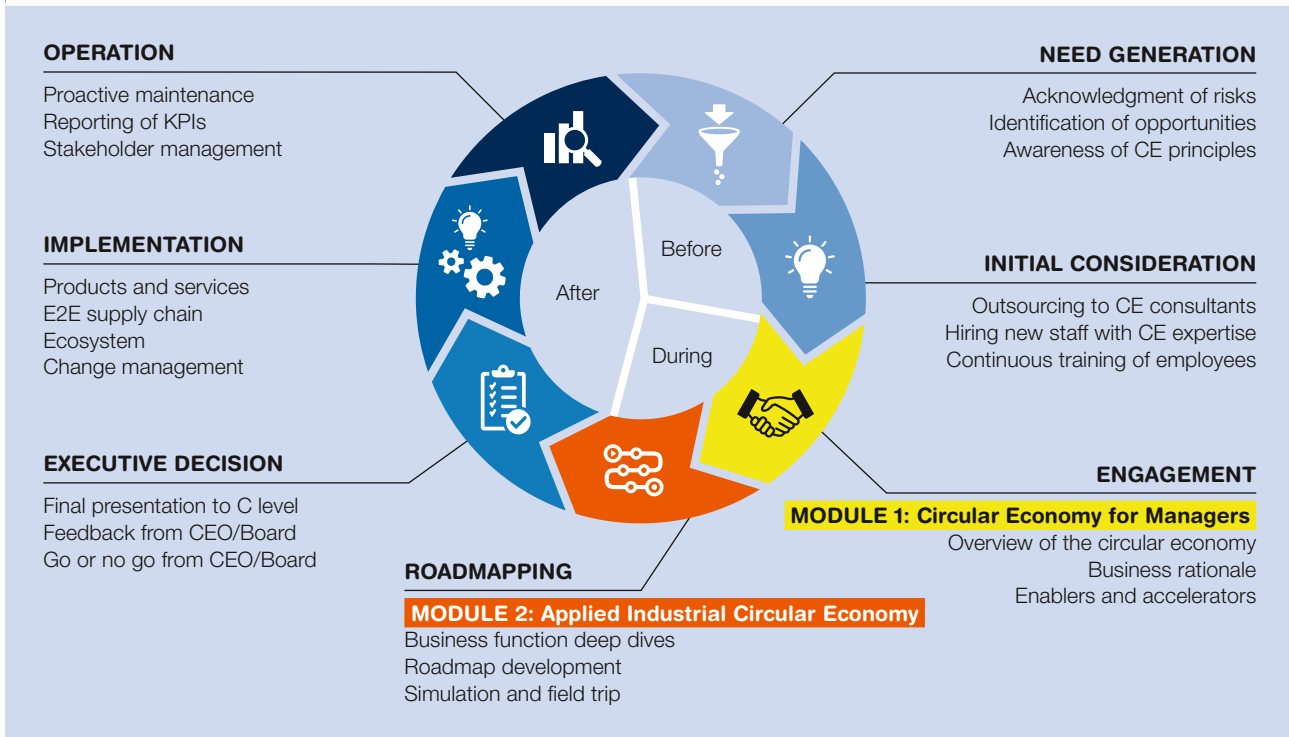
### APPROACH

The program follows a mixed-method, problem-based approach with a combination of input lectures, simulation games, design-thinking exercises, analysis of success stories, and practical work on real-life cases. Great importance is attached to developing small circular solutions within the participants’ organizations that spur a larger rollout along the whole supply chain.

### TARGET AUDIENCE

Are you a middle manager in the manufacturing sector or in the procurement department of a federal, cantonal, or municipal office? Are you responsible for sustainability, product development, design, procurement, business development, sales or product management? Do you want your family company to flourish using the principles of circular innovation? If you want to understand the benefits and constraints of the circular economy in an international setting and implement circular initiatives within your organization, this program is ideal for you.

## COMPANY EXPERIENCE JOURNEY



**MODULE 1**  
6 ECTS credits



**MODULE 2**  
6 ECTS credits



### Circular Economy for Managers

#### OVERVIEW OF THE CIRCULAR ECONOMY

- The circular economy: what is it?
- It is happening now: examples of companies

#### BUSINESS RATIONALE

- Circular economy strategies
- Key regulations
- New circular business models
- Extended supply chains
- Communication skills for various stakeholders

#### ENABLERS AND ACCELERATORS

- Biomimicry, green chemistry, technology, and digital
- System thinking, collaboration
- Monitoring and certification
- Change management

### Applied Industrial Circular Economy

#### FUNCTION-SPECIFIC DEEP DIVE

- Circularity from a business function perspective
- Experts' inputs
- Case studies

#### EXPERIENTIAL LEARNING

- Simulation
- Field trips

#### ROADMAP DEVELOPMENT

- Formulate strategy
- Identify technology enablers
- Map out efficiency gains
- Select circular metrics
- Estimate new revenues streams
- Evaluate risks

# Your Contacts

We will be happy to advise you personally



**Marc Schmid**  
Head of Program



**Dr. Grégoire Meylan**  
Deputy Head of Program

## PROGRAM MANAGEMENT

### Marc Schmid

Center for International Industrial Solutions

Phone +41 58 934 62 82

[marc.schmid@zhaw.ch](mailto:marc.schmid@zhaw.ch)

### Dr. Grégoire Meylan

Center for International Industrial Solutions

Phone: +41 58 934 42 43

[gregoire.meylan@zhaw.ch](mailto:gregoire.meylan@zhaw.ch)

## ADMINISTRATION AND REGISTRATION

ZHAW School of Management and Law

Customer Service – Continuing Education

Theaterstrasse 15b/P.O. Box

8401 Winterthur/Switzerland

Phone +41 58 934 79 79

[info-weiterbildung.sml@zhaw.ch](mailto:info-weiterbildung.sml@zhaw.ch)

## Center for International Industrial Solutions

We conduct applied research, provide educational services, and promote knowledge transfer in the machine and cleantech sectors. We assess market and societal shifts, as well as the transformations in technology and resources management that affect the industry. We support companies in the application of relevant technologies and the design of new business models and organizational structures to strengthen their international competitiveness. We teach our students to address these challenges effectively.

>>> [www.zhaw.ch/imi/ciis](http://www.zhaw.ch/imi/ciis)

# Further Details

## Build the foundations for your success in circular business

Visit us online for more information.

### ADMISSION REQUIREMENTS

Applicants must be graduates of universities or universities of applied sciences and have at least five years of professional experience. Applicants without the above requirements but with sufficient professional experience and additional qualifications may be admitted at the discretion of the Head of Program.

### REGISTRATION

Program registration takes place online, and applications are processed in the order they are received.

>>> [www.zhaw.ch/imi/cas-mCE](http://www.zhaw.ch/imi/cas-mCE)

### NUMBER OF PARTICIPANTS

The minimum number of program participants is 14.

### PROGRAM DATES

Program dates are published online:

>>> [www.zhaw.ch/imi/cas-mCE](http://www.zhaw.ch/imi/cas-mCE)

### WORKLOAD

Program participants earn 12 ECTS (European Credit Transfer System) credits. Each ECTS credit equates to about 25 hours of study. This corresponds to about 300 hours for the entire program.

### PERFORMANCE ASSESSMENTS

In Module 1, students will give a verbal presentation in English or German. In Module 2, students are required to give a second verbal presentation and submit a written paper in English or German.

### LOCATION

Except for the company visits, teaching takes place at the ZHAW School of Management and Law in Winterthur and Zurich. >>> [www.zhaw.ch/sml/campus](http://www.zhaw.ch/sml/campus)

### LENGTH OF PROGRAM

The program lasts for six months on a part-time basis. This includes face-to-face sessions as well as the time required to prepare the written paper.

### LANGUAGE OF INSTRUCTION

This program is taught in English and German.

### QUALIFICATION

The ZHAW School of Management and Law awards the "Certificate of Advanced Studies in Managing Circular Economy" to participants who have completed the program and fulfilled the attendance requirement (80 percent).

### COSTS

The program costs CHF 8,000 per person, which includes all teaching materials and the cost of field trips within Switzerland (travel and meals).

### TERMS AND CONDITIONS OF PARTICIPATION

The general terms and conditions for continuing education events at the ZHAW School of Management and Law can be found at: >>> [www.zhaw.ch/sml/atb-wb](http://www.zhaw.ch/sml/atb-wb)

Zurich University  
of Applied Sciences

# School of Management and Law

St.-Georgen-Platz 2  
P.O. Box  
8401 Winterthur  
Switzerland

[www.zhaw.ch/sml](http://www.zhaw.ch/sml)



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