

## Course form to fill in (STP 2026)

### Course title:

Green Innovation and Circular Economy for Competitive Advantage (Subtitle: Turning Sustainability into Profitability and Business Resilience)

### Staff responsible for the course:

Jean-Baptiste LION-PINSON

### Lecturers:

Otar Antia

## 1) COURSE PRESENTATION

### Aims:

*Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.*

*You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... (This description should not take more than ten lines)*

#### **At the end of the course, the student should be able to:**

- Define key principles of green innovation and circular economy (including but not limited to 10R framework)
- Analyse how sustainability can drive competitive advantage and business resilience
- Design circular business models adapted to different industries
- Evaluate the financial viability (ROI, cost benefit analysis, payback period) of circular investments
- Assess sustainability risks and opportunities within the supply chain
- Develop strategies and vision to transform waste into value generating resources
- Elaborate practical circular solutions in real business context

### Prerequisites:

*You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.*

*Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). (This description should not take more than five lines)*

Basic understanding of business management, strategy, and economics  
Familiarity with fundamental concepts of sustainability

### Course contents:

*Here, an abstract of the course can be given or the different chapters of the course can be simply written down.*

*(The description should not take more than ten lines)*

This course focuses on how circular economy and green innovation can be used as strategic tools for competitive advantage. It introduces the 10R framework and explores circular business models, linking sustainability with innovation and profitability.

Following topics will be covered :

- Circular Economy as a Business Strategy
- Resource Efficiency as a Competitive Advantage

- Circular Business Models and Innovation
- Financial Viability and Green Finance
- Circular Supply Chains and Global Competitiveness
- From Waste to Value – Final Group Work

## 2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	14	Frameworks + applications combined
- <i>Tutorials</i>	1	Case based work
- <i>Coaching</i>	1	Group project support
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books readings</i>	4	Pre-reading
- <i>E-learning</i>	1	Optional
- <i>Research</i>	4	Case preparation
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	7	Final assignment
- <i>Individual Projects</i>		
- <i>Personal work</i>	10	Preparation
<b>Total working time for the student</b>	<b>42</b>	

## 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations

- Projects
- Research
- Seminars
- Tutorials
- Visits

**4) ASSESSMENT**

Sum up briefly the course assessment’s mechanism *(two or three lines)* in order to introduce the assessment’s table that you have to complete below (table n°2).

**You must also define clearly how feedback will be given to students (in accordance with the feedback policy).**

The course assessment is based on continuous evaluation through short quizzes, and a final group project focused on designing a circular and financially viable business model. Quizzes will be conducted after each session to ensure understanding of key concepts.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)			
	Mid-term exam (MIDT)			
	Participation (PARTN)			
	MCQ	1	5	50%
<u>Final exam</u>	Oral final exam (ORAL)			
	Written final exam (ENDT)			
<u>Others</u>	Case study (CASE)			
	Group Project (GPROJ)	15	1	50%
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
<b>Total</b>		<b>16</b>		<b>100%</b>

**5) RECOMMENDED READING**

Name of books *(indicate only three or four must-read references)* / Name of reviews:

<b>Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):</b>
Ellen MacArthur Foundation (2015). <i>Towards the Circular Economy</i>
Ellen MacArthur Foundation (2020). <i>Financing the Circular Economy</i>
UN (1987). <i>Report of the World Commission on Environment and Development: Our Common Future</i>
Prof. Otar Antia and Dr. Tobias Peylo (2025). <i>Green Transition – a handbook for Micro, Small, and Medium-Sized Businesses</i>

<b>Reviews :</b>

**Internet Resources:**

*Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.*

Name of the Website	URL