

Business Strategy and Operations in a Biobased Economy

Course Syllabus

<https://www.edx.org/course/business-strategy-and-operations-in-a-biobased-economy>

Topic

Through this course you will gain a solid understanding of the business side of the biobased and circular economy and learn how to deal with the many strategic and operational challenges companies are facing when they want to make the switch to biobased resources and build a profitable sustainable business.

Learning Outcomes

After successful completion of this course, you will be able to:

- Understand the dynamics in biobased business investments;
- Create business strategies in a biobased economy;
- Understand the supply chain challenges for biobased businesses;
- Design and evaluate biobased supply chains using quantitative methods.

Level & Prerequisites

The level of the course is advanced. There is no formal entry level requirement.

Time Commitment

The total effort for this course is estimated at about 80 hours for an average learner. So, if you have 16 hours per week to spend, it will take you about 5 weeks. However, since the course is run in a self-paced mode, you can progress through the modules at your own speed.

Course Structure

Module 1: The Circular Business Strategy

In this module, you will be introduced to the factors affecting the investments and drivers for biobased business, all from a business strategy perspective. This will help you analyse how major innovations in existing industries develop and get accepted.

Module 2: From Creating Opportunities to Solving Challenges

As just like any other business, it is also important to choose the right legal structure in a biobased economy. But what are the key players in biobased supply chains? Let's learn about organizations and cooperative formats to use in creating new value chains.

Module 3: Supply Chain Operations in a Biobased Economy

Module 3 will help you to translate the business strategy into actual operations by introducing you to the current thinking on supply chains. Here you will understand the complexity of supply chain management and planning, and how reverse flows can be used to create biobased supply chains.

Module 4: Decision Support for Biobased Operations

In module 4, you will learn about how you can use decision support tools to make better decisions about the short- and long-term plans for your business. For instance, the differences in planning at a local, regional, or global level.

Module 5: Integrating Business Strategy and Operations

To conclude the course, we will integrate the business strategy and operation theories seen in the previous modules in a specific case of Poly Lactic Acid (PLA): how can you apply these theories in your own case study?

Course Calendar

EVENT	DATE	TIME*
Opening course (all modules)	3 December 2019	0:00 UTC
Due date submitting final assignment (Module 5)	12 March 2020	23:00 UTC
Due date peer-reviewing final assignment (Module 5)	26 March 2020	23:00 UTC
Due date module exams		
Closing course		

* Please be aware that these are UTC times; check what time this is for your time zone.

The course is run in a self-paced mode, allowing learners to progress through the modules at their own speed. The course remains open for 16 weeks, giving all learners enough time to complete it. Please note that only verified learners have access to the course for the entire duration of the course (and to the archived version after the closing date). Audit learners have 5 weeks access to the course.

Grading Policy

For those of you who are taking the course to obtain a Verified Certificate, a minimum grade of 60% is required. The module exams and final assignment in Module 5 each contribute 20% to your overall grade:

MODULE	EXAMINATION TYPE	WEIGHT EXAMINATION
Module 1	Module Exam	20%
Module 2	Module Exam	20%
Module 3	Module Exam	20%
Module 4	Module Exam	20%
Module 5	Final Assignment	20%

Academic Policy

We expect each student to complete the module exams and the final assignment on their own, not in collaboration with other students.

Discussion Forum Participation

As a learner of this course you are part of a diverse learning community that is at the heart of a meaningful learning experience. The discussion forum is an essential part of this online course. In many assignments you are asked to discuss your findings on the forum with other learners. Moderators and/or instructors are participating in the forum to help facilitate an effective dialogue and support the discussion forum guidelines. If you are new to our online courses, please take a moment to read the [Discussion Guidelines](#).