

DISCIPLINE.. : Innovative Solutions for the Circular Economy through Innovation and Entrepreneurship in Brazil
SEMESTER/YEAR : 1st /2025 - 01/20/2025 to 01/24/2025
DEPARTMENT : Administração da Produção e Operações (POI)
COURSE : CGAE
CURRICULUM SEMESTER : from 3rd semester
CREDITS : 4
INSTRUCTOR : Luciana Hashiba and Cristina Sartoretto
COORDINATOR : Renato Guimarães

Hours: 08:00 - 18:00

Lunch interval: 12:00-13:00

The maximum non attendance admitted is 5 hours, or half a day or 20% of total hours.

All participants of the groups must be present at the final presentation.

COURSE OBJECTIVES

Participants should be able to:

- Explore innovative solutions for the challenges of transitioning to a Circular Economy through entrepreneurship and open innovation;
- Identify key opportunities for partnerships between companies, startups, and organizations within the context of the CE;
- Develop group-based solutions to practical challenges in CE using real-world case studies.

CONTENT

1. Entrepreneurship and Circular Economy Solutions
2. Collaboration between Corporations and Startups
3. Open Innovation in the Brazilian Ecosystem
4. Developing Circular Solutions

OBJECTIVES OF THE SUBJECT

The learning objectives of the subject are presented in the table below, showing how they contribute to the objectives of CGA.

CGA learning goals	Course learning goals	Level of Contribution
Knowledge in Business	The student will be able to apply principles of circular economy, innovation and entrepreneurship management	● ○ ○
Problem solving	The student will be able to propose partnerships and programs or initiatives to foster collaboration for CE	● ● ○
Knowledge of the country	The student will be able to how to apply open innovation to CE challenges in the Brazilian context	● ● ●
International contexts		○ ○ ○



Logical-quantitative reasoning		○○○
Data analysis		○○○
Ethics		○○○
Diversity		○○○
Written communication		○○○
Multimedia communication		○○○
Other course learning goals:		

The full description of CGA learning goals and other information can be found at <https://rebrand.ly/cga-eaesp>.

METHODOLOGY

The course integrates lectures, case study analysis, group projects, and field visits. Students will work in teams to develop innovative solutions to CE challenges and present their work at the end of the week.

ASSESSMENT CRITERIA

TYPE OF ASSESSMENT	WEIGHTING (%)
Participation	30
Presentations / Activities	30
Final Project	40

BIBLIOGRAPHY

1. **CRANE, A. et al.** Contesting the Value of the Shared Value Concept. *California Management Review*, 2014.
2. **DANTAS, R.M.; ILYAS, A.; MARTINS, J.D.; RITA, J.X.** Circular Entrepreneurship in Emerging Markets through the Lens of Sustainability. *Journal of Open Innovation: Technology, Market, and Complexity*, 2022.
3. **EMF, Ellen MacArthur Foundation.** *Towards the circular economy Vol. 1: an economic and business rationale for an accelerated transition*, 2013.
4. **HBR, HARVARD BUSINESS REVIEW.** Is Your Supply Chain Sustainable? *Harvard Business Review*, p.73-77, Out. 2010
5. **PEREZ-ALEMAN, P.; SANDILANDS, M.** Building Value at the Top and the Bottom of the Global Supply Chain. *California Management Review*, 2008
6. **PORTER, M.; KRAMER, M.** Creating Shared Value. *Harvard Business Review*, p. 1-16, Jan-Feb, 2011.
7. **PRAHALAD, C.K.; NIDUMOLU, R.; RANGASWAMI, M. R.** Why sustainability is now the key driver of innovation. *Harvard Business Review*, p. 56-64, sept. 2009.
8. **UNRUH, G.; ETTENSON, R.** Winning in the Green Frenzy. *Harvard Business Review*, 2010



WEEK SCHEDULE

NOTE: Changes might occur TILL THE BEGINNING AND DURING THE COURSE)

Monday: Entrepreneurship in the Circular Economy; Sustainable Entrepreneurship and Circular Business Models; Open and Collaborative Innovation, innovation ecosystems; Challenge for the week.

Tuesday: Company Solutions with Startups - Visit (FGV transportation): Company (to be confirmed).

Wednesday: Innovative Solutions through Open Innovation - Visit (no FGV transportation): Facilitator of the innovation ecosystem (to be confirmed); Lecture: Partner involved in sustainable development.

Thursday: Innovative Solutions through Open Innovation - Visit (FGV transportation): Companies (to be confirmed).

Friday: Week synthesis and group presentations.