



Embedding innovation, enterprise and the circular economy into teaching and learning

21 January 2015, 12:00-13:00

Today's economic conditions require a change in perspective. This webinar, hosted by Peter Hopkinson who set up the world's first MBA in circular economy, outlines the key principles and concepts for the circular economy, outlines the MBA itself and presents methods for embedding the circular economy into teaching and learning.

As the first Global Pioneer University for the Circular Economy awarded by the Ellen MacArthur Foundation, the University of Bradford have designed the circular economy MBA to give the next generation of leaders a first-mover advantage, by tackling subjects including regenerative product design, new business models, reverse logistics and enabling communication technologies.

Why should I attend?

In this webinar you will find out:

- Learn more about the key principles of the circular economy and the work of the Ellen MacArthur Foundation
- How Bradford is engaging with high calibre MBA students on the key ideas and theories associated with the circular economy business model
- How to take these principles and embed them into your institution at any scale

Who is this webinar for?

Anyone interested in innovation, enterprise and the circular economy, although specifically:

- Waste Managers
- Sustainability teams
- Facilities Management
- Finance
- Human Resources
- Academic Staff
- Researchers
- Curriculum Development Teams
- Non-Academic Teaching Staff
- Senior Managers with responsibility for curriculum development/teaching and learning or research

Agenda:

Please note that this agenda may change

- EAUC welcome and housekeeping
- Key principles of the Circular Economy and the Ellen MacArthur Foundation
- How the MBA came about and why Bradford?
- How the MBA is taught and wider objectives.
- How to take these key principles and embed them into your sustainability programmes and teaching and learning
- Two MBA students share their experiences
- The first Disruptive Innovation Festival (DIF) – aims and objectives
- Q and A

Our expert speaker:

Peter Hopkinson,
Professor of Innovation and
Environmental Strategy,
University of Bradford

Peter Hopkinson is professor of Innovation and Environmental Strategy at the University of Bradford, Faculty of Management and Law, Director of the University's new re:centre and academic director of the partnership programme with the Ellen MacArthur Foundation. The University has recently been announced at the first Global Pioneer University for the Circular Economy by the Ellen MacArthur Foundation. Peter has set up and runs the Post Graduate Certificate and Global Distance Learning MBA in Innovation, Enterprise and Circular Economy and before this ran an MSc in Business Strategy and Environment for 10 years. Peter is a National Teaching Fellow, the highest award in the UK University sector for teaching excellence. His research interests are in the acceleration of the circular economy at scale.



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