

Fiche de cours 2026-2027

Bloc 1

Niveau CEC 6

Code UE ERA428

Nom de l'UE Regenerative business models

Responsable(s)

Enseignant(s) Mariannick BOSSUT

Crédits ECTS 2.0

Quadrimestre 2

Obligatoire Oui

**Catégories
compétences**

Prérequis N/A

Co-requis N/A

Est prérequis de N/A

Langue Anglais

**Compétences visées
du référentiel**

Acquis d'apprentissage intermédiaires et/ou spécifiques (Objectifs) This course explores innovative business models that go beyond sustainability to actively regenerate ecological, social, and economic systems. Students will learn to apply systems thinking, design regenerative strategies, and engage with stakeholders to promote positive impact. Through workshops, company visits, and collaborative design sessions, students will develop the mindset and tools needed to lead regenerative change in business.

By the end of the modules, students will be able to:

- Apply systems thinking to map the dependencies of a business model on ecological, social, and economic capital (resources, energy, biodiversity, labor, social license, climate stability).
- Diagnose risks and vulnerabilities arising from these dependencies, using risk assessment and stakeholder mapping tools, and distinguish between conventional sustainability approaches ("doing less harm") and regenerative approaches ("net positive impact").
- Analyze real-world regenerative business models to extract transferable regenerative mechanisms, such as product longevity, platform-based redistribution, and alignment of incentives with impact.
- Design an innovative regenerative business model that directly addresses previously identified risks, using dedicated design tools (Circular Business Canva, Regenerative Business Model Canvas, ideation techniques).
- Communicate and defend a business model proposal, incorporating structured peer feedback, through a pitch exercise.
- Reflect critically on their own shift in understanding, from a sustainability mindset to a regenerative mindset, and articulate what this implies for their future practice as business professionals.

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- Introduction to regenerative business models and circular economy: planetary boundaries, Doughnut Economics, multi-capital value creation (natural, social, human, economic capital).
- Systems thinking & dependency mapping
- Risk and vulnerability diagnosis: risk matrix (probability/impact), double materiality, stakeholder mapping, "How Might We" reframing of risks into opportunities.
- Ideation techniques for innovation: Brainwriting 6-3-5, SCAMPER, structured brainstorming applied to regenerative business design.
- Case studies of regenerative business models.
- Regenerative business model design tools: Regenerative Business Model Canvas (economic, social, and environmental layers), Circular Canvas
- Pitching and peer feedback: structuring and delivering a value proposition, giving and receiving structured feedback on impact, feasibility, and originality.

Méthode d'enseignement The course relies on active and participatory pedagogy,

- Team-based project work
- Hands-on workshops
- Expert jigsaw case study analysis
- Short instructor inputs (mini-lectures)
- Peer feedback and pitch sessions
- Individual reflective exit tickets
- Formative progression
- Continuous assessment through participation and deliverables

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Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description
Support de présentation	Available on Moodle

Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
100	Evaluation permanente du deuxième quadrimestre	Travail

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Travail

Commentaires concernant les évaluations This course is assessed through continuous evaluation, with no final exam. Active participation is therefore essential.