



Syllabus of the course
« Eco-innovation and conscious consumption »

Specialty	<i>All specialties</i>
Study Programme	<i>All programs</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>selective</i>
Language	<i>English</i>
Term	<i>1 course 1 semester or 1 course 2 semester;</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 30 hours.</i>
	<i>Practical studies – 30 hours.</i>
	<i>Laboratory studies – 0 hours.</i>
	<i>Self-study – 90 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Entrepreneurship, Trade and Tourism Business, Nauky Ave., Kharkiv, office 316, phone 38(057)758-77-26 (add. 451)</i>
Teaching staff	<i>Kozubova Nataliia, PhD in Economics, associate professor</i>
Contacts	<i>kozubova_natali@ukr.net</i>
Course schedule	<i>Lectures: according to the schedule</i> <i>Practical studies: according to the schedule</i>
Consultations	<i>At the Department of Entrepreneurship, Trade and Tourism Business, offline, according to the schedule, individual, chat in PNS, Telegram, Viber</i>
<p>The purpose of teaching this academic discipline is to develop knowledge and skills regarding a systematic understanding of environmental innovations as a driving force for sustainable development and to acquire practical skills in conscious consumption of resources, which will contribute to reducing human ecological impact on the environment.</p>	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
-	-
-	-
Course content	
Content module 1. Fundamentals of ecological innovations	
Topic 1. Global environmental challenges and the role of innovation	
Topic 2. Eco-branding and sustainable business development	
Topic 3. Circular economy: how to turn waste into a resource?	
Topic 4. The future of ecological innovations: what solutions will change the world?	
Topic 5. State policies and international initiatives in the field of environmental safety	
Content module 2. The problem of solid household waste accumulation and modern solutions	
Topic 6. Green urbanism: how do cities fight garbage?	
Topic 7. Types of solid household waste: analysis and ways of utilization	
Topic 8. Extended producer responsibility (EPR) as a way to minimize MSW	
Topic 9. Waste processing technologies: from mechanical sorting to biotechnology	



Topic 10. Waste processing plants and modern innovations in the field of MSW management

Content module 3. Conscious consumption and ecological lifestyle

Topic 11. Ecological marketing and consumer behavior

Topic 12. Principles of "zero waste" in everyday life

Topic 13. Reducing plastic pollution: realities and prospects

Topic 14. Ecological trends in world trade

Topic 15. Eco-education and the formation of ecological thinking in society

Teaching environment (software)

Multimedia projector, S. Kuznets Kharkiv National University of Economics PNS, Corporate Zoom system

Assessment system

The assessment system includes the current control, which is carried out through lectures and practical classes in this discipline and is assessed by the sum of points scored; final modular control, which is carried out in the form of a written test, in accordance with the schedule of the educational process (maximum - 100 points, minimum - 60 points).

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Education seekers may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program