



Syllabus of the course

«Eco-innovation and conscious consumption»

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>elective</i>
Language	<i>English</i>
Term	<i>first year first semester or first year second semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 hours. 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	kozubova_natali@ukr.net
Course schedule	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>
Consultations	<i>At the Department of Entrepreneurship, Trade and Tourism Business, offline, according to the schedule, individual, PNS chat.</i>

Learning objectives and skills:

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.

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 PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: performance and defense of laboratory works, written tests.

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.

Educational students 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.



Simon Kuznets Kharkiv National University of Economics