

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF FINANCE AND ACCOUNTING**  
**DEPARTMENT OF GENERAL ECONOMIC THEORY**

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Adopted by the FC (record №11/ 25.04.2024)

Adopted by the DC (record №11/ 09.04.2024)

**ACCEPTED BY:**

**Dean:**

**(Assoc. Prof. Daniela Georgieva, PhD)**

## **SYLLABUS**

**SUBJECT: SUSTAINABLE BUSINESS**

**DEGREE PROGRAMME: International Business and Management; MASTER'S DEGREE**

**YEAR OF STUDY: 6; SEMESTER: 12**

**TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 60 hours**

**CREDITS: 8**

### DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK, hours</b>
CURRICULAR: incl. <ul style="list-style-type: none"><li>● LECTURES</li><li>● SEMINARS / LAB. EXERCISES</li></ul>	30 30	2 2
EXTRACURRICULAR	180	-

Prepared by:

1. ....  
(Prof. Vesselina Dimitrova, PhD)

2. ....  
(Chief Assist. Prof. A. Shivarov, PhD)

Head of department  
of International Economic Relations: .....  
(Prof. Vesselina Dimitrova, PhD)

## **I. ANNOTATION**

*One of the main challenges facing modern economies is how to balance the creation of social welfare with the preservation of the natural environment. Many resource-intensive and polluting production and transport methods are part of economic activities. As the concept of sustainable development becomes more established, the need to integrate social and environmental aspects into the practice of business organisations is coming to the fore.*

*The aim of Sustainable Business is to build a system of theoretical knowledge about the impact of business on the environment and practical skills to manage business processes in a sustainable way. The course introduces students to the theoretical underpinnings of the concept of sustainable development and the legal framework and policies of the European Union for its implementation. It develops knowledge and practical skills in the areas of sustainable production, green logistics, sustainable consumption, waste management and the transition to a circular economy.*

*The subject contributes to the development of digital, citizenship and entrepreneurship competences.*

## **II. THEMATIC CONTENT**

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Theme 1. SUSTAINABLE DEVELOPMENT</b>		4	4	
1.1	Conceptual framework of sustainable development			
1.2	Public goods and externalities			
1.3	Economic, social and environmental effects of the business organisation's activities			
<b>Theme 2. EUROPEAN UNION POLICIES FOR SUSTAINABLE DEVELOPMENT</b>		4	4	
2.1	Regulatory framework for sustainable development			
2.2	EU strategies for sustainable development			
2.3	Indicators for measuring and assessing sustainable development			
2.4	Sustainable Development Goals			
<b>Theme 3. SUSTAINABLE BUSINESS PRACTICES</b>		4	4	
3.1	Sustainable product policy			
3.2	Ecolabelling			
3.3	Eco-design and energy labelling			
3.4	Green public procurement			
<b>Theme 4. ENVIRONMENTAL MANAGEMENT</b>		4	4	
4.1	Environmental management approaches			
4.2	ISO 14000 and the European Eco-Management and Audit Scheme (EMAS)			
4.3	Priority sectors			
4.4	Best management practices			
<b>Theme 5. GREEN LOGISTICS</b>		4	4	
5.1	Conceptual framework of green logistics			
5.2	Drivers			
5.3	Environmental impact of transport			

5.4	Ecological footprint			
5.5	Green logistics and business organisation competitiveness			
<b>Theme 6. SUSTAINABLE CONSUMPTION</b>		<b>5</b>	<b>5</b>	
6.1	Nature and features of the concept of green marketing			
6.2	Green consumers			
6.3	Green marketing mix			
<b>Theme 7. CIRCULAR ECONOMY</b>		<b>5</b>	<b>5</b>	
7.1	Conceptual model of the circular economy			
7.2	Legal regulation of waste management in Bulgaria and the European Union			
7.3	Reverse logistics: recycling, reprocessing and reuse of materials and spare parts			
<b>Total:</b>		<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Test	1	30
1.2.	Individual coursework on a predefined topic	1	30
1.3.	Team project on a predefined topic	1	40
<b>Total midterm control:</b>		<b>3</b>	<b>100</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	1	80
<b>Total final term control:</b>		<b>1</b>	<b>80</b>
<b>Total for all types of control:</b>		<b>4</b>	<b>180</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. Kopnina, H., Padfield, R. and Mylan, J. (2023) *Sustainable business: key issues*. 3<sup>rd</sup> ed. London: Routledge.
2. Gallucci, T. et al. (2019) *Theory and Practice of Circular Economy*. Sofia: Direct Services.
3. Middlemiss, L. (2018) *Sustainable consumption: key issues*. London: Routledge.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Dimitrova, V. (2023) Environmental Practices in Cultural Industry – a Systematic Review. *Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series*, 12 (2), 3-10.
2. Ellen MacArthur Foundation (2024) *Discover the circular economy*. [online] Available at: <https://www.ellenmacarthurfoundation.org/explore>

3. European Commission (2020) *A new Circular Economy Action Plan*. COM(2020) 98 final, Brussels.
4. Grant, D., Trautrim, A. and Wong, C.Y. (2023) *Sustainable Logistics and Supply Chain Management*, 3<sup>rd</sup> ed., London: Kogan Page.
5. Lacy, P., Long, J. and Spindler, W. (2019) *The Circular Economy Handbook: Realizing the Circular Advantage*. Basingstoke: Palgrave Macmillan.
6. McKinnon, A., Whiteing, A., Piecyk, M. and Browne, M, eds. (2015) *Green logistics: improving the environmental sustainability of logistics*. 3<sup>rd</sup> ed., London: Kogan Page.
7. Shivarov, A. (2020) Circular Economy: Limitations of the Concept and Application Challenges, *Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series*, 9 (3), 144 - 152.
8. UNEP (2015) *Sustainable consumption and production: a handbook for policymakers*. Nairobi: UNEP.
9. VanTulder, R. and Van Mil, E. (2022) *Principles of Sustainable Business*. London: Routledge.
10. Weetman, C. (2017) *A circular economy handbook for business and supply chains: repair, remake, redesign, rethink*. London: Kogan Page.
11. World Bank. (2023) Atlas of Sustainable Development Goals 2023. [online] Available at: <https://datatopics.worldbank.org/sdgatlas>