



CURRICULUM

Profiling: Environmental Management and Digital Ecomarketing

Degree: Master of Science
Period of study: 1 year
Full-time form of education

I. Schedule of the educational process

II. Summary (in weeks)

Courses	Academic Studies (in Weeks)																												Academic studies	Exams	Internship	Research	Master's Thesis	Vacation	Total																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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III. Curriculum

№	The name of the module, academic discipline, course project (course work)	Exams	End-of-term test	Academic hours						Semesters						Competence Code
				Total	Total in class	As follows:				I cours						
						Lectures	Laboratory work	Workshops	Seminar classes	1 semester, 15 weeks			2 semester, 10 weeks			
										Total	Total in class	Credits	Total	Total in class	Credits	
1	State Component			478	164	82		82		378	124	12	100	40	3	
1.1	Module «Environmental Research Methodology»															UC-1-4
1.1.1	Metodology and research schools in geography	1		90	40	20		20		90	40	3				DPC-1
1.1.2	Innovative technologies for ecology and environmental protection		2	100	40	20		20					100	40	3	DPC-2
1.2	Module «Innovative environmental management»															UC-5
1.2.1	Environmental risk management	1		90	42	22		20		90	42	3				DPC-3
1.2.2	Environmental impact assessment and strategic environmental assessmen	1		90	42	20		22		90	42	3				DPC-3
1.3	Research Seminar - 1		1	108						108		3				UC-1-3
2	Higher Education Institution Component			918	360	160		166	34	450	200	15	468	160	15	
2.1	Research Seminar - 2		2	108									108		3	UC-1-3
2.2	Module «Economics and environmental technologies»															
2.2.1	Macro- and microeconomic analysis and policy		1	90	40	20		20		90	40	3				SC-1
2.2.2	Green economy and green marketing		2	90	42	20		22					90	42	3	SC-2
2.3	Module «Innovative environmental management and marketing»															
2.3.1	International environmental management systems		1	90	42	20		22		90	42	3				SC-3
2.3.2	Marketing research and analytics	1		90	40	20		20		90	40	3				SC-4
2.3.3	Geobranding / Integrated marketing communications		2	90	42	20		22					90	42	3	SC-5
2.4	Module «Digital technologies in ecology and marketing»															
2.4.1	Digital marketing	2		90	42	12		30					90	42	3	SC-6
2.4.2	Graphic web - ecodesign		1d	90	42	12		30		90	42	3				SC-7
2.5	Module Sustainable Development and Environmental Management															
2.5.1	Global problems of Humanity / Globalization and the problems of sustainable development		1	90	36	20		16		90	36	3				SC-8
2.5.2	International cooperation and environmental protection		2	90	34	16		18					90	34	3	SC-9
2.6	Optional Subjects															
2.6.1	Russian as a Foreign Language*	/2	/1	/432	/280		/280			/216	/140	/6	/216	/140	/6	UC-6
2.7	Series of Disciplines for Candidate Exams and Additional Training			/338	/218	/66	/24	/96	/32	/206	/138	/2	/132	/80	/7	
2.7.1	Philosophy and Methodology of Science	/2		/124	/72	/40			/32	/62	/40		/62	/32	/3	UC-1
2.7.2	Foreign Language	/2		/142	/96			/96		/72	/48		/70	/48	/4	UC-6
2.7.3	Information Technologies: Basics		/1	/72	/50	/26	/24			/72	/50	/2				UC-2
Number of Hours				1396	524	242		248	34	828	324	27	568	200	18	
Number of Hours per Week										22			20			
Number of Exams					5					4			1			
Number of End-of-term tests					10					4+1d			5			

IV. Internship				V. Research			VI. Final Certification
Name of the practice	Semester	Weeks	Credits	Semester	Weeks	Credits	Master's thesis defense
Scientific research	2	4	6	2	6	9	

VII. Competence Matrix

Competence Code	Competence Name	Module Code, Discipline Code
UC-1	To be able to apply scientific cognition methods in research activity, to generate and implement innovative ideas	1.1, 1.3, 2.1, 2.7.1
UC-2	To solve research and innovation tasks based on the use of information and communication technologies	1.1, 1.3, 2.1, 2.7.3
UC-3	To provide communication, demonstrate leadership skills, be capable of team building and development of strategic goals and objectives	1.1, 1.3, 2.1, 2.6.1
UC-4	To develop innovative receptivity and ability to innovate	1.1
UC-5	To be able to predict the conditions of professional activities implementation and solve professional problems in uncertainty	1.2
UC-6	To use a foreign language for communication in interdisciplinary and scientific environment, in various formats of international cooperation, scientific research and innovative activity	2.6.1, 2.7.2

DPC-1	To use the theory and methodology of environmental and geographical sciences for environment management and protection, to focus on modern environmental problems at the global, regional and local levels, to understand trends of current changes and likely consequences	1.1.1
DPC-2	To apply modern scientific achievements and innovative technologies in the field of ecology, environmental protection and nature management in professional activity	1.1.2
DPC-3	Use methods of environmental risk management in the organization of activities of economic entities, identify, predict, assess possible environmental changes when creating project documentation, develop measures to protect the environment and manage natural resources, apply environmental norms and regulations in practice	1.2.1, 1.2.2
SC-1	Analyze macro- and microeconomic processes and phenomena	2.2.1
SC-2	Analyze the current state and development prospects of the environmental services market to achieve environmental policy goals	2.2.2
SC-3	Assess the environmental aspects of economic activities, and apply management methods for environmentally efficient management	2.3.1
SC-4	Apply marketing methods for environmentally efficient management and promotion of environmentally friendly goods and services	2.3.2
SC-5	Apply the concept of geobranding for environmentally efficient management and promotion of environmental goods and services	2.3.3
SC-6	Use digital technologies in marketing	2.4.1
SC-7	Use digital technologies in obtaining, processing, visualizing, and web designing environmental information	2.4.2
SC-8	Analyze and evaluate global human problems in the field of sustainable development and environmental protection	2.5.1
SC-9	Analyze and evaluate aspects of international cooperation in the field of sustainable development and environmental protection	2.5.2

Developed on the basis of the Model Curriculum for the specialty 7-06-0521-02 «Applied Geoecology» (registration № 7-06-05-022/np. on 10.11.2023 r.)

*- Depending on the level of Russian language of foreign citizens, the volume of classroom hours may change (increase/decrease (but not less than 140 classroom hours)/exemption from the studying the discipline).

APPROVED

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29.03.2024

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Recommended for approval by the
Scientific and Methodological Council of
Belarusian State University

Record dated 29.02.2024 № 6.

APPROVED

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29.03.2024

Expert Normcontroller

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29.03.2024