

## Course description

### Tempus project EcoBRU

Course name
6 Environmental aspects of market management

Lecturer	Educational institution
<b>Course Director:</b> Kokleva N. <b>Other team members:</b> Surovtseva O.	PSTU

Deficit definition
Relevance of the environmental knowledges due to aggravation interrelation between society and nature be embodied in at all known sciences and school disciplines.

Required space in the training	Course level	Course type
Advanced training		MOODLE

Target group	Duration	Languages
For teachers of technical schools, colleges (and for university teachers)	72	Russian

Conditions	
<b>Conditions:</b> Internet	<b>Other requirements (if applicable) -</b>

Ladder Points (1 un.=36 h)	Total hours	MOODLE	Independent work (h)
2	72	54	18

Topicality for EcoBRU
General environmental education. Special vocational scientific education. The specific link with the professional activity.

Themes / Content	MOODLE	Hours and tasks for independent work
Environmental management <ul style="list-style-type: none"> <li>- Ecological and economic aspects of management of enterprises and organizations in the transport sector: environmental audit and management</li> <li>- Legal protection of nature</li> <li>- Economic mechanism of environmental protection</li> </ul>	<b>18</b>	<b>6</b>
Sustainable development <ul style="list-style-type: none"> <li>- The way of the world community towards sustainable development.</li> <li>- The concept of sustainable development.</li> <li>- Unsustainable development. Global problems of mankind. Education for sustainable development.</li> <li>- Sustainable development in Russia.</li> </ul>	<b>18</b>	<b>6</b>

Themes / Content	MOODLE	Hours and tasks for independent work
<ul style="list-style-type: none"> <li>- Practical solutions towards sustainable development.</li> <li>- Sustainable transport.</li> </ul>		
Environmental marketing (environmental aspects of the market management) <ul style="list-style-type: none"> <li>- Socially responsible marketing.</li> <li>- Green economy and environmental marketing.</li> <li>- Bioresonance approach to business.</li> <li>- Territorial marketing</li> <li>- Transport marketing</li> <li>- Ecological design.</li> </ul>	<b>18</b>	<b>6</b>
	<b>54</b>	<b>18</b>
<b>TOTAL</b>		<b>72</b>

Forms of control and assessment			
Control form	Percentage ratio	Dates	Criteria of assessment
Test`s question (MOODLE)	30	within the framework of learning course	more than 59 %
Lecture on-line (MOODLE)	20		more than 59 %
Abstract	20		Conciseness, consistency, design, literacy
Credit	30		"Credit"- student shows good knowledge of educational material on the topics of the course. While logical and consistent presented material, reveals the meaning of the question, gives the right answers to additional questions. «Fail» - listener is difficult respond to questions raised, give partial answers to the questions from the basic literature recommended for the course.

#### Terms and conditions of access to monitoring and assessment of knowledge (exam)

Test`s question (MOODLE) & Lecture on-line (MOODLE) more than 59 % + Abstract

#### Document type certifying the successful course visiting (Certificate?)

certificate

#### Organizational guidelines

**Place:** [www.pgups-tempus.ru](http://www.pgups-tempus.ru)

**Example:** <http://www.pgups-tempus.ru/course/view.php?id=155>

**The recommended number of participants:** no regulate

#### Literature and educational materials

Author	Year of publishing	Title	Pages number	Place of publication, publisher or an online link

### Basic literature

1. Feraru G. S. Environmental management: textbook for bachelor and master degree students / G. S. Feraru. - Rostov: publishing house Phoenix, 2012. – 528 p.
2. Federal law dated 10.01.2002 № 7 - FL (edition dated 24.11.2014, with changes from 29.12.2014) "On environmental protection" (with changes and amendments in force from 01.01.2015) (10 January 2002)
3. Federal law dated 23.11.1995 № 174 - FL (version effective 31.03.2015) "On ecological expertise" (with changes from 12.02.2015)
4. Water code of the Russian Federation (WC RF 2015)
5. Forest code of the Russian Federation (FC RF 2015)
6. Land code of the Russian Federation (LC, RF), N 136 - FL dated 25.10.2001
7. Federal law dated 23.11.95 № 174 - FL "On Environmental expertise" (with changes from 31.12.05) (version effective from 01.01.07).
8. Rio de Janeiro Declaration on environment and development [Electronic resource] / Access mode: [http://www.un.org/ru/documents/decl\\_conv/declarations/riodecl.shtml](http://www.un.org/ru/documents/decl_conv/declarations/riodecl.shtml)
9. Research "Sustainable development in Russia" [Electronic resource] / Access mode: <http://www.rnei.ru/исследование-устойчивая-россия/>
10. Marketing: a textbook for bachelors / edited by N. M. Kondratenko. — 2nd edition, revised and enlarged — M: publishing house Urait; PH Urait, 2014. — 542 p. — Series: Bachelor. Basic course.
11. Philip Kotler. Marketing, Management: textbook / Philip Kotler, Kevin Lane Keller. Translation: V. Kuzin - Piter, 2014. ISBN: 978-5-496-00177-9
12. Transport Marketing [Text]: the textbook for students of railway transport / V. G. Galaburda [and others.]; edited by V. G. Galaburda, 2011.
13. Drozdova V. A. Socially responsible marketing today // Modern scientific research and innovation. 2013. № 12 [Electronic resource]. Access mode: <http://web.snauka.ru/issues/2013/12/30339> (reference date: 04.06.2015).
14. The Official site of the administration of St. Petersburg. The Committee on transport. Access mode: [http://gov.spb.ru/gov/otrasl/c\\_transport/](http://gov.spb.ru/gov/otrasl/c_transport/)
15. Strategy of economic and social development of St. Petersburg for the period up to 2030. Access mode: <http://spbstrategy2030.ru/>
16. Vuchic V. R. Transport in livable cities - Moscow: the territory of the future, 2011, 820 p.

### Additional resources

17. Serov G. P. "Environmental audit and environmental audit activities"; DELO, 2008, IBSN 978-5-7749-0490-7
18. Sergeeva T. V. Environmental audit. Textbook for higher schools. GRIF UMO RF; UNITY, 2005, ISBN: 5-238-00844-9
19. Education for changes: a Handbook for teaching and studying of sustainable development [Electronic resource] / Access mode: <http://www.pgups-tempus.ru/course/view.php?id=155>
20. Pankruhin A. P. Territory Marketing / Training manual, 2nd edition, supplemented. - SPb.: Peter, 2006. - 416 p.

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