

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
Department of International Economic Relations

SYLLABUS
selective educational component

«INTERNATIONAL BUSINESS AND SUSTAINABLE DEVELOPMENT»
Bachelors' Training

Syllabus of the educational component “International Business and Sustainable Development”.

Developer: Zelinska Olena Zinoviyivna, Associate Professor of the Department of International Economic Relations, Phd in Economics, Associate Professor.

Agreed

Guarantor of the educational and professional program:



(signature) (A. O. Boiar)

The syllabus of the educational component was approved at a meeting of the Department of International Economic Relations, Protocol No. 6 of February 10, 2026.

Head of the Department:



(Boiar A. O.)

I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of indicators	Field of knowledge, specialty, educational and professional program (EPP), level of higher education	Characteristics of the educational component
Full-time form of education	Field of knowledge C "Social Sciences, Journalism, Information and International Relations", specialty C1 "Economics and International Economic Relations (by specializations)", specialization "International Economic Relations", EPP "International Activities of Companies and Institutions", the first (Bachelors') level of higher education	Selective
Number of hours/credits 150/5		Year of study – 4
IRT: none		Semester - 7
		Lectures – 10 hours.
		Practical (seminars) – 20 hours
		Independent work – 110 hours.
		Consultations – 10 hours.
		Форма контролю: залік
Language of instruction		Ukrainian or English (choice is made during registration for optional classes)

II. INFORMATION ABOUT THE TEACHER

Full name Olena Zelinska

Academic Degree PhD in Economic

Academic status Associate Professor

Position Associate Professor of the Department of International Economic Relations

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Education schedule <http://94.130.69.82/cgi-bin/timetable.cgi?n=700>

III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. Course abstract.

The course will examine the transformation of the global business environment under the influence of the sustainable development concept, the integration of ESG principles (environmental, social, and governance responsibility) into the strategies of multinational corporations, and the United Nations Sustainable Development Goals. It will address the mechanisms of green investment, the specifics of corporate non-financial reporting, ethical business standards, and digital tools for monitoring environmental impact. Particular attention is paid to the analysis of global value chains, circular economy practices, methods for combating greenwashing, and the adaptation of international business to new regulatory requirements (including the European Green Deal) in the context of Ukraine's European integration.

2. The purpose and objectives of the educational component.

The purpose of the course is to develop in higher education students a comprehensive set of knowledge and practical skills in the strategic management of international business based on the principles of sustainable development and responsible investment.

The objectives of the course are to:

- develop the ability to identify environmental, social, and governance risks (ESG factors) in the activities of global companies;
- understand the impact of international standards and environmental regulation on business competitiveness;
- master tools for designing sustainable business models, including circular ones;
- analyze corporate non-financial reporting and assess the effectiveness of corporate social responsibility programs in Ukraine and abroad.

Soft skills:

- identify and assess the impact of global environmental and social trends on the development strategies of international companies and on their own professional activities;
- apply the principles of ethical leadership and corporate social responsibility in managerial decision-making;
- analyze non-financial performance indicators of brands (ESG ratings), distinguishing genuine sustainable practices from manipulative marketing tools (greenwashing);
- critically evaluate the role of the Sustainable Development Goals in international economic relations and adapt business processes to the requirements of the global green agenda.

4. Structure of the educational component.

Names of content modules and topics	Total	Lect.	Sem.	Self-study	Cons.	Form of control/ Points
Content Module 1. The Genesis, Architecture, and Regulatory Environment of Sustainable Development in International Business						
Topic 1. The Essence and Paradigm of Sustainable Development in International Relations	13	1	2	10	-	DS/4
Topic 2. The Evolution of the Responsible Business Concept: From Philanthropy to ESG	13	1	2	10	-	DS/4
Topic 3. Principles and Imperatives of International Sustainable Development Policy	13	1	2	10	-	DS/4
Topic 4. Objects, Actors, and Stakeholders of Sustainable Development in the Global Economy	13	1	2	10	-	DS/4
Topic 5. The Institutional and Legal Framework of Global Governance for Sustainable Development	13	1	2	10	-	DS/4
Total for module 1	65	5	10	50	-	20
Content Module 2. Practical Tools, Strategies, and Implementation Mechanisms of Sustainable Development in International Business						
Topic 6. Global Strategies of Green Marketing and Responsible Consumption	17	1	2	12	2	DS/4
Topic 7. Sustainable Supply Chain Management in Multinational Corporations	17	1	2	12	2	DS/4

Topic 8. Circular Economy and Sustainable Business Models in International Business	17	1	2	12	2	DS/4
Topic 9. ESG Investing and Financial Instruments for Sustainable Development	17	1	2	12	2	DS/4
Тема 10. Ризики сталого розвитку: грінвошинг, етичні дилеми та соціальна відповідальність	17	1	2	12	2	DS/4
Total for module 2	85	5	10	60	10	20
Types of final works						
Control work (test)						T/60
Total hours/Points	150	10	20	110	10	100

* Form of control: DS – discussion, T – test,

5. Tasks for self-study (preparation for seminars` discussions, and test)

1	Preparation for discussion (seminar) and test on the topic “ <i>Ethical Marketing Strategies and Counteracting Greenwashing</i> ”
2	Preparation for discussion and test on the topic “ <i>Managing Social Risks in Global Supply Chains</i> ”
3	Preparation for discussion and test on the topic “ <i>Environmental Transformation and Circular Business Models</i> ”
4	Preparation for discussion and test on the topic “ <i>Economic Instruments of ESG Investing and Sustainable Finance</i> ”
5	Preparation for discussion and test on the topic “ <i>Reporting Systems and International Standards of Non-Financial Auditing</i> ”
6	Preparation for discussion and test on the topic “ <i>Globalization and New Imperatives of Sustainable Development</i> ”
7	Preparation for discussion and test on the topic “ <i>Genesis and Evolution of Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) Concepts</i> ”
8	Preparation for discussion and test on the topic “ <i>International Legal Regulation of Sustainable Development</i> ”
9	Preparation for discussion and test on the topic “ <i>The Role of Stakeholders in the International Business System</i> ”
10	Preparation for discussion and test on the topic “ <i>Institutional Architecture and EU Regulatory Requirements (Green Deal)</i> ”

IV. GRADING POLICY

Mandatory compliance with the norms of the Code of Academic Integrity of the University (<http://surl.li/aagxg>) in the learning process. Handwritten processing of the seminars missed for a good reason is allowed. The maximum number of absences allowed without a valid reason is 2. It is possible to enroll the results of formal or non-formal education as separate topics or content modules of the course in accordance with the Regulations of the University (<http://surl.li/sbwzdh>).

The maximum number of points for studying the course is 100, including:

- up to 40 points for participation in discussions (seminars) (Module 1);
- up to 30 points for the first express test (online testing);
- up to 30 points for the second express test (online testing) (both tests – Module 2; see the tentative list of questions for preparation below).

The minimum required to successfully complete the course is 60 points.

Module 1 – participation in seminars (max = 40 points)										Module 2		Maximum Course Score
Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	Express Test 1	Express Test 2	
Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Sem 7	Sem 8	Sem 9	Sem 10	30	30	100
4	4	4	4	4	4	4	4	4	4			

A student's performance in a single seminar can be awarded a maximum of 4 points, of which 0.5 points are for attendance, and the remaining points are for participation in the discussion of the seminar topic. A student may additionally make up missed topics during consultations with the instructor or by submitting handwritten assignments for valid reasons. In this way, the student can improve their score by exactly the number of points allocated for the missed topics. Grading is carried out subjectively by the instructor.

Express tests are conducted electronically on the MS Forms platform. The first test takes place after the fifth seminar session, and the second – after the last (tenth) seminar. Each test consists of 30 questions, with 1 point awarded for each correct answer. The maximum possible score for each test (for all correct answers) is 30 points, totaling 60 points for both tests.

The overall course grade is calculated as the sum of points from both modules. The grade is assigned according to the grading scale (see table).

V. FINAL CONTROL

The form of final control is a pass or fail credit. The pass credit is assigned to the applicant automatically if he/she has completed all types of works provided for by the syllabus of the educational component and received 60 or more points. In the case when a student scored less than 60 points, he/she takes a pass/fail test during the liquidation of academic debt. In this case, the points scored during the semester assessment are canceled. The maximum number of points a student can get during the liquidation of academic debt is 100. Retaking the pass/fail test is allowed no more than twice for each educational component: once – to the teacher, the second time – to the commission created by the dean of the faculty (see the Regulations on the current and final assessment of the knowledge of students at Lesya Ukrainka Volyn National University – <http://surl.li/ddfha>).

For students of the EPP of the specialties "Medicine", "Dentistry", "Pharmacy", "Therapy and Rehabilitation", the transfer of points to a 200-point scale is carried out by multiplying the points of the 100-point scale by 2.

Review Questions for the Final Assessment

1. Definition of "Sustainable Development" and its three components (Triple Bottom Line model).
2. Why the classical profit-maximization model (Friedman doctrine) is considered outdated in modern international economic relations.
3. Major global challenges of the 21st century that have led to the transition to sustainable business.
4. The role of business in achieving global ecological balance.
5. The relationship between economic growth and environmental degradation.
6. Evolution of the concept of Corporate Social Responsibility (CSR): from philanthropy to strategy.
7. The difference between CSR (Corporate Social Responsibility) and ESG (Environmental, Social, Governance).
8. Why investors began paying attention to companies' non-financial performance indicators.
9. The history of the term ESG and its role in modern capital markets.

10. Michael Porter's concept of "Creating Shared Value" (CSV).
11. United Nations Sustainable Development Goals (SDGs): structure and significance for international business.
12. The role of the UN Global Compact in mobilizing the private sector.
13. The Paris Climate Agreement and its impact on the strategy of international energy companies.
14. The role of the OECD in developing standards for responsible business conduct.
15. How SDGs influence the formation of national economic policies.
16. Who stakeholders are and how they differ from shareholders.
17. Stakeholder map of an international corporation: internal and external influence groups.
18. The role of non-governmental organizations in monitoring the activities of multinational corporations.
19. The impact of consumer activism on the business models of modern companies.
20. Mechanisms of business interaction with local communities in international projects.
21. Key provisions of the European Green Deal (EU Green Deal).
22. What the Carbon Border Adjustment Mechanism (CBAM) is and how it affects exports.
23. The role of the World Bank and IMF in financing sustainable development projects.
24. The impact of EU environmental directives on the supply chains of Ukrainian enterprises.
25. International environmental standards systems: ISO 14001 and ISO 26000.
26. Ethical marketing and greenwashing.
27. Key principles of green marketing.
28. Definition and types of greenwashing: how to identify manipulative practices.
29. The significance of eco-labeling for international competitiveness.
30. Case studies of well-known companies involved in greenwashing scandals.
31. The role of social media in exposing misleading environmental claims by brands.
32. What "responsible sourcing" means in international business.
33. The issue of human rights compliance in supply chains (e.g., the textile industry).
34. Ethical aspects of mining for electronics ("conflict minerals").
35. How multinational corporations audit their suppliers in developing countries.
36. The role of digitalization (Blockchain) in ensuring supply chain transparency.
37. Core principles of the circular economy (Reduce, Reuse, Recycle).
38. The difference between linear and circular economic models.
39. The "Product-as-a-Service" business model and its advantages.
40. Economic benefits of waste recycling for multinational corporations.
41. The role of the sharing economy in reducing environmental impact.
42. What Green Bonds are and which projects they finance.
43. Criteria by which investment funds assess a company's ESG rating.
44. The impact of a high ESG rating on a company's cost of capital.

45. What Socially Responsible Investing (SRI) is.
46. The role of stock exchanges in promoting ESG reporting standards.
47. Why non-financial reporting is becoming mandatory for large businesses.
48. International reporting standards: GRI (Global Reporting Initiative) and SASB.
49. The concept of Double Materiality in sustainability reporting.
50. Ethical dilemmas in international business: profit vs social responsibility.

GRADING SCALE

Score in points	Linguistic assessment
90–100	Pass
82–89	
75–81	
67–74	
60–66	
0–59	Fail (retake required)

Scale of assessment of knowledge of students in the specialties "Medicine", "Dentistry", "Pharmacy", "Therapy and Rehabilitation

Score in points	Linguistic assessment
170–200	Pass
150–169	
140–149	
130–139	
120–129	
0–119	Fail (retake required)

VI. RECOMMENDED READING AND INTERNET RESOURCES

Key resources

1. Ведення сталого бізнесу в Європі: монографія / А. О. Бояр, І. С. Скороход, І. В. Кицюк, В. В. Кухарик, О. З. Зелінська, М. С. Лугова; зам ред. А. О. Бояра. Луцьк: Вежа-Друк, 2025. 147. https://evnuir.vnu.edu.ua/bitstream/123456789/28633/1/Sustainable%20business%20practices_EU.pdf
2. Зелений і безпечний Європейський Союз : монографія / [А. О. Бояр (кер. авт. кол.), І. В. Кицюк, Н. І. Романюк та ін.] ; за ред. А. О. Бояра, В. Й. Лажніка. Луцьк : Вежа-друк, 2023. 592 с. URL: https://evnuir.vnu.edu.ua/bitstream/123456789/22956/3/Zel_bezp%20EU_2023.pdf
3. Тарасенко С. В. Міжнародний бізнес : навчальний посібник / С. В. Тарасенко, Ю. М. Петрушенко. Суми : Сумський державний університет, 2021. 222 с. URL: <https://essuir.sumdu.edu.ua/server/api/core/bitstreams/de577f60-36cc-4532-8abb-2eaad99df60c/content>
4. Маказан Є. В., Бікулов Д. Т., Протас А. М., Олійник О. М., Маркова С. В., Головань О. О. Організація міжнародного бізнесу : навчальний посібник. Запоріжжя: Запорізький національний університет, 2025. 140 с. URL: <https://dspace.znu.edu.ua/jspui/bitstream/12345/25572/1/0061368.pdf>

Additional resources

1. Куцмус, Н. М., Прокопчук, О. А., Усюк, Т. В., & Забуранна, Л. В. (2024). Міжнародний бізнес в умовах турбулентності глобальної економіки. *Економічний простір*, (189), 123-128. URL: <https://prostir.pdaba.dp.ua/index.php/journal/article/view/1398>
2. Стратегія сталого розвитку: Європейські горизонти [Електронний ресурс]: Підручник / І.Л. Якименко, Л.П. Петрашко, Т.М. Димань, О.М. Салавор, Є.Б. Шаповалов, М.А. Галабурда, О.В. Ничик, О.В. Мартинюк. К.: НУХТ, 2022. 337 с. URL: https://www.researchgate.net/publication/387563584_STRATEGIA_STALOGO_ROZVITKU_EUROPEJSKI_GORIZONTI_Pidrucnik
3. Господарський кодекс України / Відомості Верховної Ради України (ВВР), 2003, № 18, № 19-20, № 21-22, ст. 144 URL: <https://zakon.rada.gov.ua/laws/show/436-15#Text>
4. Керівні принципи ОЕСР для багатонаціональних підприємств щодо відповідальної ділової поведінки: Організація економічного співробітництва та розвитку, редакція 2023 року URL: <https://mneguidelines.oecd.org/mneguidelines/>
5. Паризька угода до Рамкової конвенції ООН про зміну клімату: Міжнародна угода, прийнята на 21-й сесії Конференції Сторін (COP21) 12 грудня 2015 року (діюча редакція з урахуванням рішень COP26-COP28) URL: <https://unfccc.int/process-and-meetings/the-paris-agreement>
6. Про встановлення механізму прикордонного вуглецевого коригування (СВАМ): Регламент Європейського Парламенту та Ради (ЄС) 2023/956 від 10 травня 2023 року URL: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32023R0956>
7. Про засади моніторингу, звітності та верифікації викидів парникових газів: Закон України / Відомості Верховної Ради України (ВВР), 2020, № 12, ст. 64 URL: <https://zakon.rada.gov.ua/laws/show/377-20#Text>
8. Про корпоративну звітність зі сталого розвитку (CSRD): Директива Європейського Парламенту та Ради (ЄС) 2022/2464 від 14 грудня 2022 року URL: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32022L2464>
9. Про належну обачність корпорацій щодо сталого розвитку (CSDDD): Директива Європейського Парламенту та Ради (ЄС) 2024/1760 від 13 червня 2024 року URL: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32024L1760> Про ратифікацію Паризької угоди: Закон України / Відомості Верховної Ради України (ВВР), 2016, № 32, ст. 550 URL: https://zakon.rada.gov.ua/laws/show/995_161#n2
10. Про схвалення Стратегії екологічної безпеки та адаптації до зміни клімату на період до 2030 року: Розпорядження Кабінету Міністрів України від 20.10.2021 № 1363-р URL: <https://zakon.rada.gov.ua/laws/show/1363-2021-%D1%80#Text>
11. Про управління відходами: Закон України / Відомості Верховної Ради України (ВВР), 2022, № 39, ст. 232 URL: <https://zakon.rada.gov.ua/laws/show/2320-20#Text>
12. Рамкова конвенція ООН про зміну клімату (UNFCCC): Багатостороння угода, 1992 рік URL: <https://unfccc.int/resource/docs/convkp/conveng.pdf>
13. Стандарти розкриття інформації про сталий розвиток (IFRS S1 та IFRS S2): Міжнародні стандарти фінансової звітності (МСФЗ), Фонд МСФЗ, 2023 рік URL: <https://www.ifrs.org/issued-standards/ifrs-sustainability-standards-navigator/>
14. Про Цілі сталого розвитку України на період до 2030 року: Указ Президента України від 30.09.2019 № 722/2019 URL: <https://zakon.rada.gov.ua/laws/show/722/2019#Text>
15. Рішення Конференції сторін РКЗК ООН (COP28): «ОАЕ Консенсус» щодо відмови від викопного палива та переходу до відновлюваних джерел енергії: Підсумковий документ, грудень 2023 року URL: <https://unfccc.int/documents/636584>
16. Угода про асоціацію між Україною, з однієї сторони, та Європейським Союзом, Європейським співтовариством з атомної енергії і їхніми державами-членами, з іншої сторони (Глава 13: Торівля та сталий розвиток) URL: https://zakon.rada.gov.ua/laws/show/984_011#Text

17. Ozili, P. K. (2022). Sustainability and sustainable development research around the world. *Managing Global Transitions*, 20(3). URL: <https://www.hippocampus.si/ISSN/1854-6935/20.259-293.pdf>
18. Napier, E., Knight, G., Luo, Y., & Delios, A. (2022). Corporate social performance in international business. *Journal of international business studies*, 54(1), 61. URL: https://pmc.ncbi.nlm.nih.gov/articles/PMC9790813/pdf/41267_2022_Article_584.pdf