

# “Bioeconomy” and “E-commerce” – new Master’s degree programs at the Agricultural University in Plovdiv

*Author(s):* Аграрен университет в Пловдив

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*Modern degree programmes follow the latest trends in the development of the economy and society.*

Agricultural University – Plovdiv is launching, as of the 2022/2023 academic year, two new Master’s degree programmes: „Bioeconomy“ – jointly with Wageningen University and Research, the Netherlands, and „E-commerce“ – jointly with Tianjin Agricultural University and Tianjin Economics and Trade School, China. The aim of the new Master’s degree programmes is to train specialists who can successfully handle innovations in

economic, environmental and social systems; work in innovative companies, in line with biological cycles and the potential of natural resources, as well as manage web-based business structures.

The bioeconomy is a modern innovative concept for the organisation and sustainable management of economic sectors that use biological resources. The focus is on ways of using and utilising natural resources; waste recycling; socio-economic, environmental and ethical norms; depletion of natural resources and climate change; living standards and consumer behaviour, as well as technological and institutional opportunities for ensuring sustainable development.

The training in bioeconomy is designed on the basis of the long-standing traditions of the Agricultural University – Plovdiv in the field of agricultural technologies, economics, ecology and environmental protection, as well as on the global leadership experience of Wageningen University and Research, the Netherlands, in the field of modern technologies and innovations for sustainable development.

The European bioeconomy strategy substantiates the need for more effective responses to global challenges arising from limited natural resources and unlimited societal needs, the EU's commitments to reducing carbon emissions and the transition to clean energy, and policies for shortening and optimising the links from farm to fork.

The curriculum includes three pillars: sustainable biomass production; bioprocessing, conversion and recycling; circular economy and society in the context of globalisation, climate change and economic instability.

The knowledge acquired guarantees expertise and professional realisation both in the private sector and in various state agencies, international institutions and organisations.

The training is offered in full-time and part-time modes, in Bulgarian or English.

E-commerce plays an increasingly important role in our daily lives. Trade relations at regional, national and global level are ever more defined by the vast potential of digital technologies. For modern people in a fast-paced and dynamic everyday life, shopping for goods and services is more convenient, faster and cheaper via the Internet.

The curriculum includes economic, management, social, legal and technological disciplines and practical training, which provide the necessary knowledge and skills for professional realisation and the ability to adapt to the dynamics of the production, commercial and institutional environment in the context of globalisation.

In the E-commerce course, students will study and practice the creation, development and management of online stores. They will become acquainted with the specifics of financial and monetary transactions, trade logistics, the characteristics of the most popular platforms for online trade, business and electronic payments.

The academic disciplines are taught by experienced lecturers and practitioners. At the Demonstration Centre for E-commerce at the Agricultural University – Plovdiv, students will conduct real transactions and commercial operations.

The training is offered in full-time and part-time modes, in Bulgarian or English, and starts on 19 September.

For more information and enrolment: [www.au-plovdiv.bg](http://www.au-plovdiv.bg), 032/ 654 250.