



**SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"**

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**INFORMATION PACKAGE**  
**/ ECTS /**

**Introduction**

**Major "International Business"**

**Purpose of the training**

Through a system of fundamental and applied disciplines to gain a thorough theoretical and practical skills in foreign economic activities and international economic relations.

The teaching in this degree includes specialized compulsory training, elective and optional subjects. It gives a foundation on which to build a modern management, using and foreign experience in the field of foreign trade and international economic relations. Skills of speed and adequacy of response are formed, tailored to the changing situation in the environment. Habits of using management technologies are built, through software products and better orientation in the rich database by using the potential of the Internet medium.

Graduates can work in external economic sector of the national economy with ample opportunities for professional development in the public and corporate sector of the economic system of the country associated with foreign operations and international finance units of the banking system, non-governmental organizations, investment funds, insurance and security systems, pension funds, tax and customs administration divisions of the state financial control and the Court of Auditors, stock and commodity exchanges, and financial services companies.

The bachelors in Economics, major "International business", can occupy the following positions:

A specialist in international business and foreign trade transactions, an employee in international economic organizations, a foreign exchange broker or dealer, a specialist in international transport and insurance specialist in international tourism, customs inspector and others.

**Requirements for the students:**

The economist has high social and economic culture. To this end, the block training semesters includes compulsory subjects which are defined by relevant regulations and elective and optional subjects included in the curriculum by a decision of the Department and Faculty Council. This strikes a balance between knowledge according to state requirements, while the freedom of the respective managements and the students themselves to shape finally the curriculum.

Significant proportion occupy the common theoretical disciplines that provide fundamental knowledge of economic and socio-political processes in the conditions of market economy. Besides them, the economist with a degree "Bachelor" has a solid knowledge of general principles and methods of management, refracted through the prism of global macroeconomic processes, structural changes in the international division of labor and trends in global trade. He has a solid background in company management in a holistic aspect - production, finance, innovation, foreign trade transactions and others. The economist specializing in "International Business" possess basic knowledge in the following areas:

- Mathematics, basics of law, micro- and macroeconomics, economic theory, international and European economic cooperation;

- Marketing and advertising, business planning and control, basic governance, economic history and geography, accounting, statistics, economics of foreign economic activity, finance, prices and pricing policy;

- Global economy, world economy, international negotiations, banks and banking system, foreign trade operations of the company, investments and investment policy, financial analysis, exchange and stock operations;

- International finance's situation on the commodity and currency markets, joint and coordinated integration policies, foreign exchange transactions, international tourism.

**Competences obtained by the students:**

- Work out a financial plan and strategy for the company's operations in international markets;

- Have qualities oriented strategic management of foreign trade activities of the company and the ability to make a "snapshot" of the external environment and "captures" the leading trends in the foreign currency and commodity markets;

- Can organize and conduct market research using whole toolbox of methods and technologies of them;

- Can make a comprehensive analysis of foreign economic activity of the company through the use of statistics and research methods;

- Can process, systematize, analyze and output the leading trends in foreign trade company, which favor making management decisions.

The qualification characteristic of "International Business" to a degree "Bachelor" with professional qualification "Economist" is the basic document that defines the development of the curriculum and educational programs. It is consistent with the Higher Education Act, the Ordinance on state requirements for acquiring the degree "Master", "Bachelor", "Specialist" and Regulations of the SWU "Neophyte Rilski".

STRUCTURE OF CURRICULUM  
FIELD OF HIGHER EDUCATION: SOCIAL, ECONOMIC AND LAW SCIENCES  
PROFESSIONAL FIELD: 3.8. ECONOMY  
MAJOR: INTERNATIONAL BUSINESS  
DEGREE: Bachelor  
FORM OF EDUCATION: FULL-TIME

<b>First year</b>			
<b>First semester</b>	<b>ECTS credits</b>	<b>Second semester</b>	<b>ECTS credits</b>
1. Microeconomics	7,0	1. Macroeconomics	
2. Mathematics Part I	5,0	2. Mathematics Part II	7,0
3. Basis of Law	5,0	3. Theories of Economics	5,0
4. Computer science	5,0	4. History of Economics	5,0
5. English language Part I	4,0	5. English language Part Two	5,0
6. Elective course I group	4,0	6. Elective course II group	4,0
7. Sport	0,0	7. Sport	4,0
			0,0
<b>Elective courses (students choose one course from each group)</b>		<b>Elective courses (students choose one course from each group)</b>	
<b><u>Elective course I group</u></b>		<b><u>Elective course II group</u></b>	
1. German language I part	4,0	1. German language II part	4,0
2. French language I part	4,0	2. French language II part	4,0
3. Russian language I part	4,0	3. Russian language II part	4,0
4. Writing and spoken culture			
	<b>Total 30</b>		<b>Total 30</b>
<b>Second year</b>			
<b>First semester</b>	<b>ECTS credits</b>	<b>Second semester</b>	<b>ECTS credits</b>
1. International Economic Relations in the global world	5,0	1. Accounting	7,0
2. Fundamentals of Management	5,0	2. Finances	7,0
3. Statistics	6,0	3. Introduction in the international business	5,0
4. International Trade	6,0	4. English language IV part	4,0
5. English language III part	4,0	5. Elective courses IV group	3,0
6. Elective courses III group	4,0	6. Elective courses V group	4,0
<b>Elective courses (students choose one course from each group)</b>		<b>Elective courses (students choose one course from each group)</b>	
<b><u>Elective courses III group</u></b>		<b><u>Elective courses IV group</u></b>	
1. German language III part	3,0	1. International trade negotiations and communication in International business	3,0
2. French language III part	3,0	2. Foreign trade strategies and policy	3,0
3. Russian language III part	3,0	3. Comparative Economic Systems	3,0
		<b><u>Elective courses V group</u></b>	
		1. German language IV part	4,0
		2. French language IV part	4,0
		3. Russian language IV part	4,0
	<b>Total 30</b>		<b>Total 30</b>
<b>Third year</b>			
<b>First semester</b>	<b>ECTS credits</b>	<b>Third year Second семестър</b>	<b>ECTS кредити</b>
1. European Economic Integration	5,0	1. International innovations and investments	6,0
2. International Public Law	4,0	2. Stock exchanges and operations	4,0
3. International Financial Accounting Standards	4,0	3. Electronic trade	5,0
4. International Private Law	5,0	4. International insurance	5,0
5. Trade correspondence in English I part	4,0	5. Elective course VIII group	5,0
6. Elective course VI group	4,0	6. Elective course IX group	5,0
7. Elective course VII group	4,0		

<b>Elective courses (students choose one course from each group)</b>  <u><b>Elective courses VI group</b></u> 1. Trade correspondence in German I part 3,0 2. Trade correspondence in French I part 3,0 3. Trade correspondence in Russian I part 3,0 <u><b>Elective course VII group</b></u> 1. Management of Human relations 5,0 2. Finances of the International Corporation 5,0 3. Planning and forecasting 5,0		<b>Elective courses (students choose one course from each group)</b>  <u><b>Elective courses VIII group</b></u> 1. Foreign trade contracts 5,0 2. Foreign trade deals and operations 5,0 3. Business communications 5,0 <u><b>Elective courses IX group</b></u> 1. Commercial representation and mediation 5,0 2. International trade entrepreneurship 5,0 3. Project Management 5,0	
	Total 30		Total 30
<b>Fourth year First semester</b>  1. International Marketing 6,0 2. International currency and finance relations 4,0 3. Currency and customs control 4,0 4. Business English Part I 4,0 5. Elective course X group 4,0 6. Elective course XI group 4,0 7. Probation Practice and presentation of a project 4,0		<b>Fourth year Second semester</b>  1. International advertising 4,0 2. Geoeconomics and regional development 3,0 3. Business English Part II 2,0 4. International Finance markets 3,0 5. Conuncture of the international markets 4,0 6. Elective course XII group 4,0  State examination or thesis defence 10,0	
<b>Elective courses (students choose one course from each group)</b>  <u><b>Elective courses X group</b></u> 1. International trade with services and intellectual property 4,0 2. International banking 4,0 3. Organizational behavior 4,0 <u><b>Elective courses XI group</b></u> 1. Transnational Corporations 4,0 2. International Investments projects 4,0 3. International trade instutions 4,0		<b>Elective courses (students choose one course from each group)</b>  <u><b>Elective courses XII group</b></u> 1. Financial control in the EU 4,0 2. Corporative insurance 4,0 3. Foreign trade relations of the Republic of Bulgaria 4,0	
	Total 30		Total 30

**TOTAL FOR 4 ACADEMIC YEARS: 240 CREDITS**

**STRUCTURE OF CURRICULUM**  
**MAJOR: INTERNATIONAL BUSINESS**  
**EDUCATIONAL AND QUALIFICATION DEGREE: BACHELOR**

**MICROECONOMICS**

**ECTS credits:** 7

**Form of assesment:** on-going assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotaion:**

The course is designed primarily for the analysis of the main aspects of the theory and practice of democratic market economy type. It clarifies the basic methodological formulations and provides an overview of economic laws, valid for the entire line of business /those having universal significance/. The aim is to justify the idea that the entire business as a direct or indirect connection with the major issues of supply and demand, "strong" and "weak" pulse of the market on "balance" the efficiency and profitability of implementation of specific planning, reporting mandatory conditions ensuring economic development entities in the long term, etc.

**Course contents:**

Introduction to microeconomics theory. Subject of microeconomics. The role and place of the market - a market mechanism. Development scheme of the market economy – agents, flows, internal relationships and bindings. Property relations and others. Structuring the market and economic environment – economic subjects and objects. Concept of good in the economics. Theory for the narrowness of wealth - types of goods. Substantiation of the economic decisions. Ways and forms to generate solutions and their implementation - theoretical aspects. Factor theory - factors of production. Division of labor in modern conditions and its impact on the behavior of the market actors. Capital formation in the economic system. Financial indicators of economic efficiency. Economic policy - nature and objectives of the economic policy - macro and micro level. Structuring the market - inherited structures spontaneous and purposeful structure. Parameterization of the market. Concept for planning in market economy conditions.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Each lecture begins with a brief introduction, while ensuring the necessary transience and commitment to the taught material already. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**MATHEMATICS PART I**

**ECTS credits:** 5

**Form of assesment:** on-going assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course of study gives basic knowledge for solving systems of linear equations, boundary - function and derivative function testing, integral and application of definite integrals, and certain types of ordinary differential equations of first and higher order. The basic types of compounds - variations, permutations, combinations are needed to show the quantitative methods of data processing to obtain basic knowledge of probability theory on which the methods of mathematical statistics are based.

**Course contents:**

Sets and images. Real numbers, combinatorics, mathematical induction. Determinants. Linear systems of polynomial equations. Coordinate systems in the plain. Lines in a plain. Endless numeric arrays, functions of a real variable, continuous functions, derivatives and differentials of function. Main theorems of calculus, function testing, indefinite integrals, definite integrals. Geometric applications of definite integrals, approximate calculus of integrals, ordinary differential equations, elements of probability theory.

**Teaching and assessment:**

**Hours per week:** 3l +1s

**Exam type:** written

**Hours per week:** 2l+1s

**Exam type:** written

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Each lecture begins with a brief introduction, while ensuring the necessary transience and commitment to the taught material already. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## **BASIS OF LAW**

**ECTS credits:** 5

**Forms of knowledge assessment:** ongoing control and final exam

**Semester:** 1

**Methodical division:**

Department of Economics

Faculty of Economics

**Annotation:**

The course systematizes the legal framework of education in national legislation in its interaction with the main branches of public and civil law.

**Course content:**

Basics of law and common law theory. Origin and nature of law. Systematization of positive law. Public and private law. General characteristics of the sources of law. Classification. Legal norms - definition and types. Action norms. Legal facts and relationships. Operation of law. Interpretation of the law - concept and types. Of law. Subjects of law. Natural and legal persons. Common characteristic concepts. Civil legal status of individuals. Pravospobnost and capacity. Legal scars in civil legal status of individuals. Legal entities - concept and types. Civil legal status of legal persons. Real relationships. Interaction with the State Property Act and the Municipal Property Act. Contracts - concept and types, competitions and rules. Salary and wage system. Labor discipline and disciplinary action. Ending employment. Classification.

**Technology for training and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## **COMPUTER SCIENCE**

**ECTS credits:** 5

**Form of assessment:** on-going control and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide knowledge to students in the basics of information systems and technology in today's information society. The course includes the following sections: 1. Information Society. 2. Computer systems - hardware and software. 3. Operating Systems. 4. Applied software systems. 5. Applied Systems in communications. Regarding its structure and content the course coincides with similar courses in a number of prestigious universities worldwide.

**Course contents:**

Historical data about automating the arithmetic. Basic information activities. Models of calculating devices. Technological bases of binary arithmetic. Abstract model of Turing. Computer Systems. Hardware and software computer systems. RAM and processor. External devices. External memory. Technology programming. Data types. Operating Systems. Device management, programs, processes and data. Management of external memory. Operating systems with textual and graphical interface. Operating systems with open source. Windows vs Linux. Application software for word processing. Visual scripts word. Examples - MS Word and LATEX. Clipboard. Search lists. Spellcheck. Computer networks. Standards for the transmission of information - SGML. Architecture and topology of computer networks. IP-address. Hierarchy of protocols - TCP / IP. HTML and XML documents. Basic services on the Internet.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The

**Hours per week:** 2l+1s

**Exam type:** written

**Hours per week:** 2l+1s

**Exam type:** written

knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

### ENGLISH LANGUAGE PART I

**ECTS credits:** 4

**Form of assessment:** on-going testing and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course is based on the overall program in English for the degree of Bachelor. It aims at developing the four types of communication skills - speaking, reading, listening and writing. Students become familiar with the language characteristics and gain a good volume of vocabulary. They become able to understand the basic differences between British and American standard. At the same time students develop their knowledge of grammar and skills to interpret and work with related texts. Students' active participation in seminars and their self-study are subject to constant monitoring.

**Course contents:**

Introduction into the course and placement test; Shopping habits 1; Shopping habits 2; Leisure activities 1; Leisure activities 2; Nature and environment 1; Nature and environment 2; Transport and travel 1; Transport and travel 2; Somewhere to live 1; Somewhere to live 2; Science and technology 1; Science and technology 2.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**Hours per week:** 01+3s

**Exam type:** written

### GERMAN LANGUAGE PART I

**ECTS credits:** 4

**Form of assessment:** on-going assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Practical Course in German Language Level I, Part I aims at introducing the basics of the German language - alphabet, numbers, shapes maturity, personal pronouns, verbs and present tense. Building basic knowledge of vocabulary and grammar of the modern German language is the necessary basis for further inputs and learning of language skills for communication in specialized foreign language.

**Course contents:**

Ertste Kontakte Sich begrüßen; Sich und andere vorstellen; Buchstabieren; Telefonieren: falsch verbunden; Rechnen; Beruf und Herkunft angeben und danach fragen; Zahlen bis 100, Gegenstände im Haus und Haushalt Gegenstände benennen und beschreiben; Preisangaben verstehen und notieren; Richtigstellen; Zahlen bis 1000; Essen und Trinken Essgewohnheiten beschreiben; Im Restaurant bestellen und bezahlen; Komplimente und Reklamation bei Tisch; Lebensmittel einkaufen; Freizeit Zurechtweisen; Um Auskunft bitten; Sich verabreden; Ansichtskarte schreiben; Wohnen Wohnungen beschreiben; Einrichtungsgegenstände kommentieren; Über Verbote informieren; Postkarte an Freunde schreiben.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**Hours per week:** 01+3s

**Exam type:** written

### FRENCH LANGUAGE PART I

**ECTS credits:** 4

**Form of assessment:** on-going assessment and exam

**Semester:** 1

**Hours per week:** 01+3s

**Exam type:** written

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Students begin to study the first level as a tutorial. Teaching French - Part I provides for the acquisition of basic theoretical knowledge of the language and the development of basic language skills - listening, speaking, reading and writing appropriate to the level A1 of the Common European Framework. The course is highly practical expressed in oral and written mastery of a foreign language as a means of communication. We use modern educational systems for studying French for special purposes and multimedia materials. The content covers thematic, lexical, grammatical and socio-cultural component. The topics are current in accordance with the interests of the students and provide a chance for conversation and discussion. They contribute to the acquisition of basic vocabulary and grammar and the development of communication skills.

**Course contents:**

Introduction and presentation. General conversation. Presentation of the company. Conversation on the phone. Appointments and commitments. Transport and travel.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## RUSSIAN LANGUAGE PART I

**ECTS credits:** 4

**Form of assessment:** on-going testing and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The first part of the course introduces basic knowledge about the system of the Russian language following a mixed approach - both on phonetics and elementary vocabulary. The main emphasis is on pronunciation variants of the Russian phonetic system in comparison with the native language. This implies most of the work to take place in a language laboratory so that students can listen to the original pronunciation and repeat after the narrator. The form of learning is practice sessions with the classical structure that includes: introduction of basic knowledge on the functioning of the language system by working with text, setting the standard structure for developing speech habits and skills, language and speech exercises on vocabulary and grammar; initial vocabulary is introduced by short texts presenting basic communication. The main way to automate language uses are language and speech exercises that give students the opportunity to master under the guidance of a trainer.

**Course content:**

Русский язык. Понятие об образовании слов и форм слов в русском языке. Конструкции: Это университет. Это преподаватель. Студенты слушают. Фонетика. Понятие о гласных и согласных звуках. Буквы *ы, э, я, е, ю*. Редукция гласного *о*. Конструкции: Я студент. Мария студентка. Я и Мария студенты. Интонация общего вопроса Утвердительный ответ. Грамматика. Общий вопрос. Конструкции: Это книга? Да, это книга. Да, книга. Фонетика. Понятие о мягких и твердых согласных. Согласные *л – л'*. Звуки *к и х*. Интонация вопросительного предложения с сопоставительным союзом *а*. Конструкции: Он спрашивает, а студенты читают. А что делает Наташа? Фонетика. Звуки *ш и ж*. Звук *ц*. Интонация перечисления. Вопросы к подлежащему и сказуемому. Фонетика. обстоятельство образа действия и времени. Вопрос *Когда?* Текст. Библиотека при университете. Фонетика. Озвончение и оглушение согласных Интонация сложного предложения. Конструкции: В аудитории сидят студенты. Фонетика. Повторение твердых и мягких согласных. Текст: Письмо другу. Винительный падеж объекта неодушевленных существительных. Придаточное дополнительное предложение с союзом *что*. Конструкции: Преподаватель читает газету и журнал. Что читает преподаватель? Что он читает? Количественные числительные от 1 до 10. Придаточное предложение причины с союзом *потому что*.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**Hours per week:** 01+3s

**Exam type:** written



## WRITTEN AND SPOKEN CULTURE

**ECTS credits:** 4

**Form of Assessment:** continuous assessment and exam

**Semester:** 1

**Departments involved:**

Department of Economics

Faculty of Economics

**Abstract:**

The course acquaints the students with the spelling and pronouncing rules currently in force in the modern Bulgarian literary language.

**Course content:**

Rules for forming columns. Rules for writing text below the title. Rules for writing texts to non-linguistic illustrations. Texts Rules for use of capital letters in addressing and address requests, official letters and declarations. Rules for writing capitals in unrelated and related text. Rules merged, poluslyato and separate writing in nouns, adjectives, numerals, adverbs, prepositions complex. Rules for use of the comma in simple and complex sentences. Rules for use of quotation marks and to the point. Rules for the use of variable rules in January metathesis of combinations -ar - / - and ra- -al - / - la-. Rules for writing full and short definite article. Rules for the formation of the numeral form with nouns referring by persons with nouns referring by nelitsa. Syntax coordination. Rules for pronunciation of verb endings of the definite articles and prepositions.

**Technology training and assessment**

The classes in the discipline include seminars. Topics which are posted in advance as the students are required to participate in discussions on the issue raised with the view to solve practical case studies paper. The final grade is formed by continuous assessment.

**Hours per week:** 0l+3s

**Exam type:** written

## MACROECONOMICS

**ECTS credits:** 7

**Form of assessment:** on-going control and exam

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course structurally covers both basic common problems of macroeconomic theory as well as specific problems of the measures of macroeconomic activity, the aggregated supply and demand, the fiscal, monetary and banking policy. The aim of the course is to provide students with in-depth knowledge about the essential characteristics of the existing economic systems, the basic principles of economic thinking, motivation in the actions of market participants. Emphasis on the views of evolving models of market economy, systems, structures and agents of market relations, trends and dynamics of the defining macroeconomic indicators. The main tasks that need to be set in the implementation of the curriculum are: 1) Acquiring relevant knowledge on the functioning of the market economy in national and international scale, achieving macroeconomic balance, production, investment and employment. 2) Understanding the fiscal and monetary policy functions of money and banking system, the nature and structure of the balance of payments. Getting to know the specifics, problems and approaches of financial management. 3) Learning the basic rules for finance and investment operation of international trade and foreign exchange market and building skills for independent application of theoretical material in practice.

**Course contents:**

Subject, scope and objectives of the macroeconomic theory and policy. Sector entities, closed and open economies. Fluctuations in economic development. Main macroeconomic problems. Aggregate economic activity. Economic goals. Macroeconomic policy instruments. Macroeconomic activity instruments. Gross national product. Alternative methods of measurement. Circulation of income and expenses. Economic well-being. Nominal and real gross national product. Opportunities for decomposition, levels of exclusion and monetary valuation of time. Aggregate demand and supply. Macroeconomic equilibrium. Short and long curves of aggregate supply and demand. Non-price determinants. Classic model of macroeconomic equilibrium. Unemployment. Determination and typology of unemployment. Measurement. Natural rate of unemployment and full employment. Social reaction. Inflation and its impact on the economy. Types and sources. Alternative views. Phillips curve. Consumption, investment and other components of aggregate demand. Classical and Keynesian theories. Say's Law. Marginal propensity to consume and saving. Determinants. Modern theories of consumption function. Investment, government purchases, and net exports. Equilibrium volume production.

**Hours per week:** 3l+1s

**Exam type:** written

Methods for determination. Comparing the overall costs and income. Recessionary and inflationary gap. Multiplier effect. Fiscal policy. Objectives and instruments. Impact on the balance. Discretionary (targeted) fiscal policy. Automatic fiscal stabilizers. Money and banking system. Definition and functions of money. Monetary aggregates. Demand and supply of money. Interest rate. Banks. Cash balance. Monetary policy. Objectives and instruments. Functions of the Central Bank. Theory of rational expectations. International trade relations. Protectionism versus free trade. Theories of absolute and comparative advantage. Theorem Heksher-Olin. The paradox of Leontief. Duties and customs policy. Non-tariff barriers - import and export quotas, government subsidies, dumping, preferential trade agreements Foreign exchange market and exchange rate. Common feature. Determinants and equilibrium rate. Real exchange rate and aggregate supply and demand. Balance of payments. General characteristics and structure. Balances and imbalances. Adjustment (alignment) balance of payments as a problem of the macroeconomic policy.

**Teaching and assessment**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## MATHEMATICS PART II

**ECTS credits:** 5

**Form of assesment:** on-going assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course of study gives basic knowledge for solving systems of linear equations, boundary - function and derivative function testing, integral and application of definite integrals, and certain types of ordinary differential equations of first and higher order. The basic types of compounds - variations, permutations, combinations are needed to show the quantitative methods of data processing to obtain basic knowledge of probability theory on which methods of mathematical statistics are based.

**Course contents:**

Sets and images, Real numbers, combinatorics, mathematical induction; Determinants; Linear systems of polynomial equations; Coordinate systems in the plane; Lines in a plane; Endless numeric arrays, functions of a real variable, continuous functions, derivatives and differentials of function; Main theorems of calculus, function testing, indefinite integrals, definite integrals, Geometric applications of definite integrals; approximate calculus of integrals, ordinary differential equations, elements of probability theory.

**Training and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## THEORIES OF ECONOMICS

**ECTS credits:** 5

**Form of assesment:** on-going assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course has been worked out according to the state requirements for preparing students at economic subjects. The course allowed sufficient information to be received, regarding the reasons, that have caused the appearance, development and the withering away of different economic ideas, for their essence. The main tasks to be done by training this subject are as follows: Enlarging the knowledge of economics. Getting acquainted to the knowledge of economics, having played a leading role in the theory of economics in different periods of the human history. Getting acquainted to the methodological bases of the contemporary theory of economics.

**Course contents:**

**Hours per week:** 2l+1s

**Exam type:** written

**Hours per week:** 2l+1s

**Exam type:** written

Economic ideas in till capitalist formations. Mercantism. Physiocratic school. Bourgeois classical, political economy. Simon de Sismondi. Jean-Baptiste Say. Thomas Robert Malthus. Historical school. Utopic socialism. Marx's political economy. Subjective school. Institutionalism. John Cainse. Neoliberalism. Econometry. Theoreticians of the economic dynamics. Monetarism.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## HISTORY OF ECONOMICS

**ECTS credits:** 5

**Form of assesment:** on-going assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotaion:**

The course in Economic History is a part of the general economic background of students in economics. Special attention is paid to the peculiarities of the economic development of the Mediterranean civilizations and economic systems in Europe from Antiquity and the Middle Ages to the formation and development of modern market economy. Against this background, in comparison, is considered the economic development of the ancient empires of the East, with their fiscal centralism and the dominant role of the imperial bureaucracy, ignoring economic individualism and competitive economic relations.

**Course contents:**

Subject and periods of the Economic History; General theories; Economic formations in the Antiquity and the Middle Ages; The general transformation in Western Europe –main factors; The industrial revolution and the industrialization of West Europe and North America; Industrialization in the Eastern Europe, Russia and Japan; Establishing modern market relations in Bulgarian territories during the Revival; Bulgarian Economy from the Liberation until the beginning of the Wars; World Economy after the First World War; Bulgarian Economy after the First World War; The Totalitarian economic systems between the two World War- comparative characterization; World Economy after the Second World War - general characterization; The Bulgarian Economy after the Second World War. Imposing the totalitarian model.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## ENGLISH LANGUAGE PART II

**ECTS credits:** 4

**Form of assesment:** on-going testing and exam

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course is based on the overall program in English for the degree of Bachelor. It aims at developing the four types of communication skills - speaking, reading, listening and writing. Students become familiar with the language characteristics and gain a good volume of vocabulary. They become able to understand the basic differences between British and American standard. At the same time students develop their knowledge of grammar and skills to interpret and work with related texts. Students' active participation in seminars and their self-study are subject to constant monitoring.

**Course contents:**

Good health 1. Good health 2. Holidays 1. Holidays 2. Books and reading 1. Books and reading 2. Progress test 1. Food and drink 1. Food and drink 2. Work and business 1. Work and business 2. In the news 1. In the news 2. People and society.

**Teaching and assessment:**

**Hours per week:** 2l+1s

**Exam type:** written

**Hours per week:** 0l+3s

**Exam type:** written

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## GERMAN LANGUAGE PART II

**ECTS credits:** 4

**Form of assessment:** on-going assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The practical Course in German Part II aims at consolidating the knowledge acquired in Level I, introducing new knowledge and skills in German verb-forms of past and Perfect tense forms. Building basic knowledge of vocabulary and grammar of the modern German language continues in this course with the emphasis on more complex expressions and phrases needed for further inputs and learning of language skills for communication in specialized foreign language.

**Course contents:**

Wohnen Wohnungen beschreiben; Einrichtungs-gegenstände kommentieren; Über Verbote informieren; Postkarte an Freunde schreiben; Krankheit. Beschwerden beschreiben; Ratschläge geben und weitergeben; Jemanden zu etwas drängen; Ein Ansinnen zurückweisen; Erzählen, wie etwas passiert ist; Sich vergewissern; Alltag Über Ereignisse und Tätigkeiten Auskunft geben; Etwas weitererzählen; Sich vergewissern; Ein Ansinnen zurückweisen; Arbeitsaufträge geben; Erzählen, was passiert ist; Orientierung in der Stadt Orte angeben; Den Weg beschreiben; Vorteile und Nachteile nennen; Kaufen und schenken Wünsche äußern; Geschenk-vorschläge machen, verwerfen und gutheißen; Einladung schreiben; Kaufwünsche äußern.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## FRENCH LANGUAGE PART II

**ECTS credits:** 4

**Form of assessment:** on-going assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Teaching French - Part II provides for the development of basic language skills - listening, speaking, reading and writing, corresponding to level A2 of the Common European Framework. The course aims to enhance linguistic and communicative competence in French, and to lay the foundations of a specialized training. With a view to the future work of students in economics and business, the emphasis in education is on the completion of language skills and habits, as well as the use of professional terminology and social etiquette. We use modern educational systems for studying French for special purposes and multimedia materials. The content covers thematic, lexical, grammatical and socio-cultural component. The topics are current in accordance with the interests of the students and provide a chance for conversation and discussion. They contribute to the acquisition of basic vocabulary and grammar and to development of skills for intercultural communication in business.

**Course contents:**

Settlements and spatial planning. Buildings and public places. Description of the route. Shopping. Means of payment. Interiors and office furniture. Leisure and cultural activities. Health and health care. State administration. Justice. Communication and information. Industries. Types of firms. European Union. Grammar material is connected with the lexical topics and situations.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The

**Hours per week:** 01+3s

**Exam type:** written

**Hours per week:** 01+3s

**Exam type:** written

knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## RUSSIAN LANGUAGE PART II

**ECTS credits:** 4

**Form of assessment:** on-going testing and exam

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The second part of the course in Russian language for students of International Economic Relations takes place during the second semester. The focus is transferred to the peculiarities of grammar, ie on the maturity of the language system, grammatical categories and verb paradigms. Substantial attention is paid to the thematic vocabulary. The aim of the training is aimed at building and written communication skills and habits, learn the rules and grammar rules by korektirovachen rate compared with native language. Students acquire basic knowledge on the functioning of the modern Russian language. The form of learning is a practice session with the classical structure that includes: introduction of basic knowledge on the functioning of the language system by working with text, standard constructs for developing speech habits and skills, language and speech exercises on vocabulary and grammar to consolidate knowledge. Additionally devote time and attention to the dictations and discuss errors and clarify the principles of spelling. Initial vocabulary is introduced through short texts devoted to topics of everyday communication, which enable the provision of basic communication in the foreign language.

**Course content:**

Грамматика. Род имен существительных. Притяжательные местоимения. Безличные предложения. Множественное число существительных. обстоятельство места. Вопрос *Где?* Отрицательный ответ на общий вопрос. Текст: Наша квартира. Настоящее время глаголов с инфинитивным окончанием на -ть, -ти и -чь. Вопросы к глаголу. Конструкции: Что я делаю? Что делают ученики? Дополнительное придаточное предложение /союзные слова *кто, что как, где, когда, почему*/. Конструкции: Преподаватель говорит, что он пишет статью. Что говорит преподаватель? Кто там работает?, Что ты делаешь? Когда ты гуляешь? Как ты работаешь? Где ты работаешь? Почему ты неправильно читаешь? Грамматика. Предложный падеж места существительных в единственном числе. Количественные числительные 11 – 90. Противительный союз *но*. Текст: Письмо другу – II часть. Грамматика. Настоящее время глагола - продолжение. Вопросы к подлежащему и к сказуемому. Конструкции: Студент говорит. Днем и вечером студенты работают. Прошедшее время глагола. Понятие о видах глагола. Текст: Фестиваль искусств. Виды глагола. Будущее время глагола (простое и сложное). Винительный времени. Текст: Диалоги из студенческой жизни. Винительный падеж направления с глаголами *пойти, ходить, прийти*. Текст: Я еду по узкоколейке.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## THE INTERNATIONAL ECONOMIC RELATIONS IN THE GLOBAL WORLD

**ECTS credits:** 5

**Form of testing of knowledge:** current control and exam

**Семестър:** 3

**Methodology:**

Department of Economics

Faculty of Economics

**Annotation:**

The aim of the course is to provide students with in-depth knowledge of international economic relations in a globalized world. The main tasks that need to be addressed in the implementation of the curriculum are: Understanding the nature and role of international economic relations for economic development, the necessary economic conditions and institutional prerequisites for the successful functioning; Understanding the types of economic relations in the global world their nature, organization and management.

**Course content:**

**Hours per week:** 0l+3s

**Exam type:** written

**Hours per week:** 2l+1s

**Exam type:** written

Modern systems of international economic relations. Classic theories of international division of labor. Neoclassical Theory of International Economic Relations. Modern theories of International Economic Relations. International trade and economic development. Industrial policy. EU policies. National regulation of international trade. Universal regulation of international trade. International economic organizations. Regional Economic Integration and International Economic Relations. International movement of capital. EU policies. International labor migration. Foreign exchange market. Specificity and trends. Free economic market. EU policies. Macro economic policies in an open economy.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## FUNDAMENTALS OF MANAGEMENT

**ECTS credits:** 5

**Form of assessment:** on-going control and exam

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Emphasis is upon the theory combined with its practice applied character and the difference between the experience of the world leading companies and this country governing practice. The program corresponds most directly to more specific management sciences like Personal Management, Industrial Management, Innovative Management, etc. and the programs like Marketing, Microeconomics, and Macroeconomics. The purpose of the academic discipline is to give the students fundamental knowledge on the theory of management providing the base for studying other, more specific management sciences.

**Contents of the course:**

The essence of management. Historical survey. The main schools and trends. Comparative analysis between American, Western-European and Japanese schools of management. Strategic management. Essence and types of strategies. Environment – essence, indicators. Algorithm and construction of a strategy. Strategy, goals and a company mission. Company's culture. Strategic planning – essence, stages, and algorithm. Methods of a strategic analysis. Matrix of BCG and "General Electric". Diversification and competitive strategy. Creation of management structures. Types of OMS. Recommendation about their creation. Mechanism of taking management decisions. Expert evaluations. Taking a group decision. Recruitment policy of the firm. Essence and forms. Motives, stimuli, and needs. Maslow's pyramid. Solving of labor conflicts. Nature of leadership activity. Styles of leadership. Leadership and power. Characteristics of the manager.

**Teaching and assessment**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## STATISTICS

**ECTS credits:** 6

**Form of assessment:** on-going control and exam

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course explains the statistical learning as an informational process and its responsible role for information security management. It reveals the essence and specific application of statistical methods in economic practice. Seminars and workshops covering various thematic units decomposed into tasks and subtasks. Special attention is been payed to the possibilities of getting statistical characteristics stressing on their interpretations.

**Contents of the course:**

Statistics - scientific knowledge and practice; Statistical study; basic terminology and symbolism of the statistical approach, statistical monitoring, statistical group and statistical tables and statistical series, statistical

**Hours per week:** 21+1s

**Exam type:** written

**Hours per week:** 21+2s

**Exam type:** written

graphics, statistical analysis, statistical values, averages, statistical dispersion; Empirical statistical distributions; theoretical distributions, statistical inference, representative /sample/ study, Statistical study of addictions; Statistical study of development indexes.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL TRADE

**ECTS credits:** 6

**Form of assessment:** on-going control and exam

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide the basic knowledge in the field of cross-border trade and international economic relations in their general theoretical, methodological and practical aspects. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the topics. Developed rich text material, case studies and practical tasks aimed at reinforcing received as part of the course knowledge to develop and seek their actual application in practice. Discipline is essential in the training of specialists with higher economic education, directed to specialization in the field of international trade in its various forms, as well as international economic relations in a broader aspect of the understanding of this concept.

**Course content:**

Theoretical assumptions about the nature and characteristics of international trade. Nature of modern international trade. Basic forms of foreign trade. Specific foreign trade transactions. Foreign missions and functions presentation in foreign markets. Institutional structure - organizations supporting foreign trade. Legal framework and regulation of foreign trade. Duties and customs policy. Transport service in foreign trade. Documents and document flow in foreign trade. Pricing in foreign trade. Problem risk in foreign trade. Payments in foreign trade transactions. Financing in foreign trade. Medium and long term financing of foreign trade. Leasing and forfeiting foreign trade practices.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## ENGLISH LANGUAGE PART III

**ECTS credits:** 4

**Form of assessment:** on-going testing and exam

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Teaching English Part III marks the beginning of the economist-specific language training for special purposes. During the course acquire specific skills to communicate in a business environment, paying attention to the role of communication in the work of the economist. This includes the three types of skills - reading, speaking and writing, as much attention is paid to improving the ability of students to practice the language in a business environment. Enter the specific vocabulary of economic English. Goals at the end of the course students are aware of the vast majority of communicative situations that their future work could offer them. The textbook is designed for economic sphere, providing accumulation of a dictionary of economic terms and at the same time work with original texts from the business and practice grammar through examples from various business situations.

**Course contents:**

**Hours per week:** 31+0s

**Exam type:** written

**Hours per week:** 01+3s

**Exam type:** written

Good health 1. Good health 2. Holidays 1. Holidays 2. Books and reading 1. Books and reading 2. Progress test 1. Food and drink 1. Food and drink 2. Work and business 1. Work and business 2. In the news 1. In the news 2. People and society.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

### GERMAN LANGUAGE PART III

**ECTS credits:** 4

**Hours per week:** 01+3s

**Form of assessment:** on-going testing and exam

**Type of exam:** written

**Semester:** 3

**Methodology:**

Department of Economics

Faculty of Economics

**Annotation:**

School system is Wirtschaftsdeutsch Handbook 2, which is very suitable training in specialized economic German. The school system is divided into two parts, each first part is designed for German III part, the next part of the handbook provides the final part of teaching practical language of economists in the field of international economic relations. Seminars at this stage for 30 hours lecture employment and 45 extracurricular employment. From the outset train communication skills for successful communication in the German economy. Bring not many exercises chosen by the teacher with different accents, grammar, vocabulary tests and self-control. Emphasis in training has a dialogic form of the German language, so discussions are a key element in integrative course. Thus ensuring safe and adequate use of the German language students in their future career in the field of international economic relations. In the first part students acquire basic knowledge of German business, learn to lead a successful business calls, enter the terminology of economics. In the second part consolidate and build upon the acquired competence in a specialized German for economists, expand their terminology, work with authentic texts, played close to reality situations.

**Course contents:**

Wohnen Wohnungen beschreiben. Einrichtungs-gegenstände kommentieren. Über Verbote informieren. Postkarte an Freunde schreiben. Krankheit. Beschwerden beschreiben. Ratschläge geben und weitergeben. Jemanden zu etwas drängen. Ein Ansinnen zurückweisen. Erzählen, wie etwas passiert ist. Sich vergewissern. Alltag Über Ereignisse und Tätigkeiten Auskunft geben. Etwas weitererzählen. Sich vergewissern. Ein Ansinnen zurückweisen. Arbeitsaufträge geben. Erzählen, was passiert ist. Orientierung in der Stadt Orte angeben. Den Weg beschreiben. Vorteile und Nachteile nennen. Kaufen und schenken Wünsche äußern. Geschenk-vorschläge machen, verwerfen und gutheißen. Einladung schreiben. Kaufwünsche äußern.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

### FRENCH LANGUAGE PART III

**ECTS credits:** 4

**Hours per week:** 01+3s

**Form of assessment:** on-going assessment and exam

**Type of exam:** written

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The training course on the subject French Part III provides for the development of basic language skills - listening, speaking, reading and writing, corresponding to the B1 level of the Common European Framework. This module emphasized the achievement of communicative competence in the profession and specialty. On the basis of modern educational systems for studying French for special purposes and multimedia students continue their activities with specialized texts from the fields of business, economics, trade, banking and so on. The themes are closely related to professional life. Along with the new terminology expand and deepen their knowledge of individual harder grammatical units. To improve the techniques of "reading comprehension" of



specialized foreign language literature and information from electronic and other sources. Educational and authentic texts, videos and multimedia products chuzhdezikovo training contribute to the creation of skills for oral and written communication in real professional situations.

**Course contents:**

Ressources humaines et management d'entreprises Recrutement. Entretien d'embauche. Contrat de travail Droits des salariés, syndicats et protection sociale Formalités de création d'une entreprise Moyens de financement et recherche de capitaux Entreprise en chiffres. Comptabilité. Bilan d'entreprise. Impôts. Réunion de travail Commerce extérieur et intérieur Définition du produit et méthodes de distribution Étude du marché Techniques de vente. Négociations. Bourses de valeurs et bourses de commerce. Effets et titres. Opérations de bourse Organisation et activités des Chambres de Commerce Libre-échange et protectionnisme Conjoncture économique.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

### RUSSIAN LANGUAGE PART III

**ECTS credits: 4**

**Form of assessment:** on-going control and exam

**Semester: 3**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The third part of the training in Russian language takes place in the third semester. In this part work on the four main types of speech skills continues. The form of training is practical training again with the classical structure that includes the introduction of grammatical knowledge on the discussed topic. The main work is done on the basis of pre-selected text. Upon successful completion of the course students should be able to understand texts and to communicate in Russian language studied during the year, lexical issues have basic knowledge of grammar and deal with adapted lyrics, to master the basics of written language. They have had mastered the basic norms and rules in spelling and have mastered the cases of use of punctuation in modern Russian. As a result of training students should be able to read and write competently in Russian. The main objective is to develop communication skills to intermediate level. Students will acquire basic knowledge on the functioning of the modern Russian language and develop the four types of speech skills.

**Contents of the course:**

Грамматика. Предложный падеж существительных во множественном числе. Предложный падеж объекта речи. Исключения в предложном падеже единственного числа. Предложный падеж личных местоимений. *Должен + инфинитив*. Числительные от 100 до миллиарда. Лексика: У врача. Прилагательные в именительном падеже. Порядковые числительные. Указательные местоимения *этот, эта, это, эти*. Предложный падеж для обозначения времени. Лексика: Времена года в Москве. Виды глагола. Глаголы на *-ся*. Придаточное предложение со словом *который* в именительном падеже. Текст. Совы и жаворонки. Винительный падеж для обозначения времени. Лексика: В общежитии. Предложный падеж прилагательных и притяжательных местоимений. Придаточное предложение со словом *который* в предложном падеже.оборот *у меня есть*. Союз *чтобы* после глагола *хотеть*. Предложный падеж для обозначения времени. Краткие прилагательные. Лексика: Родня. Родственные отношения. Винительный падеж одушевленных существительных и личных местоимений. Придаточное предложение условия с союзом *если*. Лексика. Лексика: Царь и рубашка. Указательные местоимения. Фразеологические обороты. Лексика: Каникулы. оборот *У меня есть*. Краткие прилагательные. Лексика: Российский национальный оркестр. Винительный одушевленных существительных и личных местоимений. Лексика: Моя подруга.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

### ACCOUNTING

**ECTS credits: 7**

**Form of assessment:** on-going control and exam

**Semester: 4**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The scientific and theoretical bases of accounting are considered: nature, modes, means and organization of accounting as an information and control system. Clarifies the legal framework of accounting, Accountancy Act, IAS, NAS, chart of accounts. The aim is to provide scientific and practical application training of students in this important area of scientific knowledge in quality and foundation of accounting.

**Course content:**

Accountancy as an information and control system. Economic resources of the enterprise as an object of accounting. Way of summarizing the balance sheet. Double entry accounting. Relationship and dependencies between the balance sheet and the system of accounts in the process of accounting for the enterprise's operations. Method of documentation. Inventory. Valuation of assets and liabilities. Calculation. Current accounting. Types and evaluation of assets and liabilities under the Accountancy Act and their applicability in accounting practice. Principles of accounting for expenses, labor costs and insurance, manufacturing and sales of products, goods and services of the company. Principles of accounting for capital reserves and financial results.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**Hours per week: 3l+1s**

**Type of exam: written**

## FINANCES

**ECTS credits: 7**

**Form of assessment:** on-going control and exam

**Semester: 4**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide the basic knowledge in the field of financing of various legal registration companies, financial problems and their tax policy, structure and management of capital and assets of the company and the effectiveness of investment decisions. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the topics. Developed rich text material, case studies and practical tasks aimed at reinforcing received as part of the course knowledge to develop and seek their actual application in practice.

**Contents of the course**

Money. Public (fiscal) finances. Consolidated State Budget. Budget Processing. Fiscal Decentralization. Taxes. Tax System and Tax Policy. Direct Taxation of the Property. Direct Income Taxation. Indirect Taxation. Excise Duties. Customs Duties and Customs Duty Policy. Value Added Tax. The Non Tax Revenues in the State Budget. Social Insurance. Budget Deficit and its Financing. Tax and Finance Controlling. International Public Finances

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**Hours per week: 3l+1s**

**Type of exam: written**

## INTRODUCTION INTO INTERNATIONAL BUSINESS

**ECTS credits: 5**

**Forms of knowledge assessment:** ongoing control and final exam

**Semester: 4**

**Methodical division:**

Department of Economics

Faculty of Economics

**Hours per week: 2l+1s**

**Type of exam: written**

**Annotation:**

The course "Introduction to International Business" is a fundamental mandatory discipline that is an extension of micro and macro economy is part of the international economics. The course on "Introduction to International Business" aims to introduce students to the basics of economic theory encompassing the interaction of the international exchange of goods, services, labor and capital. The basic theoretical concepts of international trade are in the content, then it goes to the factors affecting international economic relations, peculiarities of building a global company and its foreign trade.

**Course content:**

Main categories in international business. Theoretical foundations of international business. Globalization, internationalization and integration and global trade. International institutions, agreements, organizations and forms of state regulation. Analysis and pricing in international markets. Risks in international trade. Specifics in companies operating in international markets. Operations penetration in international markets. Mediation in international business. Import, Export and foreign operations. The role of non-capital forms in foreign trade relations. International business and FDI. Outsourcing and concession as modern forms of international business. Cultural specifics and international business. International receivables and payables

**Teaching and Assessment**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**ENGLISH LANGUAGE PART IV****ECTS credits:** 4**Form of assessment:** on-going control and exam**Semester:** 4**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Teaching English Part IV marks the beginning of the economist-specific language training for special purposes. During the course acquire specific skills to communicate in a business environment, paying attention to the role of communication in the work of the economist. This includes the three types of skills - reading, speaking and writing, as much attention is paid to improving the ability of students to practice the language in a business environment. Enter the specific vocabulary of economic English. Goals at the end of the course students are aware of the vast majority of communicative situations that their future work could offer them. The textbook is designed for economic sphere, providing accumulation of a dictionary of economic terms and at the same time work with original texts from the business and practice grammar through examples from various business situations.

**Contents of the course:**

Law 1: Review of passive Law 2: Negotiating Brands 1: Adjectives and adverbs Brands 2: Dealing with people at work Investment 1: Emphasis Investment 2: Prioritising Going public 1: Futurity Going public 2: Presentation skills Competition 1: Time clauses Competition 2: Handling conflict Training 1: Clauses and sentence construction Training 2: Motivating Consulting: Reporting

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**GERMAN LANGUAGE PART IV****ECTS credits:** 4**Form of assessment:** on-going control and exam**Semester:** 4**Methodology:**

Department of Economics

Faculty of Economics

**Annotation:****Hours per week:** 01+3s**Type of exam:** written

The teaching material continues walkthrough Wirtschaftsdeutsch 2 / 7-15 / using numerous specialized economic texts. Continued deliberate mastery of communication skills for successful communication in the German economy and international business. The work with a variety of exercises. Aktsenite are not as grammar and vocabulary, as in the previous three parts, as independent work, participation in discussions and individual presentations. In the second part of the training in a specialized German for economists students consolidate the knowledge acquired from previous courses, learn to make business presentations, entering in more detail in terminology and translation of specialized foreign language. In this last part of the practical training in German language students consolidate and build on lessons learned, expand their knowledge and work with economic terminology work not only with adapted texts, but also authentic.

**Contents of the course:**

Grundlage der Wirtschaftslehre Die Formen des Konjunktivs Bedürfnisse. Konkurrenz. Konkurrenzformen des Passivs. Produktionsfaktoren. Kosten. Angebot Funktionale Verben Gebrauch der Präpositionen. Reaktion. Preisbildung. Marketing. Reaktion des Adjektive. Reaktion der Substantive. Finanzwesen. Nominalisierung. Konnektoren. Der zusammengesetzte Satz.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

### FRENCH LANGUAGE PART IV

**ECTS credits:** 4

**Hours per week:** 01+3s

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course French part IV provides for development of basic language skills - listening, speaking, reading and writing, corresponding to level B2 of the Common European Framework. The course aims to build, enrich and improve the acquired language skills with typical categories, concepts and vocabulary. On the basis of modern educational systems for studying French for special purposes and multimedia students continue their activities with specialized texts from the fields of business, economics, trade, banking and so on. The themes are closely related to professional life. Simulate situations developing communication skills studentite. Chrez original teaching materials deepen students' knowledge of grammar. To improve the techniques of "reading comprehension" of specialized foreign language literature and information from electronic and other sources. Educational and authentic texts, videos and multimedia products for foreign language training to facilitate the creation of skills for oral and written communication in real professional situations.

**Contents of the course:**

Types de prix. Politiques de prix. Mercatique et publicité. Ingénierie. Transferts de technologies. Dommages et assurances. Types d'assurances. Paiements internationaux. Instruments de paiement et de crédit. Politique de la concurrence L'Union européenne et la libre circulation de personnes et de capitaux. Institutions de L'Union européenne. Actes des institutions. Politiques menées et relations extérieures.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

### RUSSIAN LANGUAGE PART IV

**ECTS credits:** 4

**Hours per week:** 01+3s

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The fourth part of the practical course in Russian language for students is designed to address the specialized vocabulary of economics and business. Specialized vocabulary and mastery of some basic skills in business communication is indispensable stage for the transition to the second important discipline - Trade correspondence. Mastering the specialized vocabulary of economics and banking is done on popular science texts, work in specialized sites and individual work. The course is entirely practical and implemented by producing basic summary information about existing in relation to each topic developed words and phrases and in-depth practical work (alone or with a teacher). Work on mastering the specialized vocabulary of economics is carried out with texts, specially selected for various areas of economic knowledge. Thus, the main objective is focused on mastering professional Russian future international specialists.

**Contents of the course:**

Приключения рубля. Облигацией по печатному станку. Экономика. Как победить коррупцию. Индальгенция на беспорядок. Банковское дело. Роль банков. Из истории бирж. Рабочее совещание. Фьючерсная торговля. Фьючерсный контракт. Московская товарная биржа. Российские биржи. Брокерские конторы и брокерские услуги. Участие России в международных экономических организациях. Этикет общения. Как общаются в разных краях мира. Невербальная речь разных народов. Праздники в календаре.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## **BUSINESS NEGOTIATIONS AND COMMUNICATION IN THE INTERNATIONAL BUSINESS**

**ECTS credits: 3**

**Form of assessment:** on-going control and exam

**Semester: 4**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The training course on Course "Business negotiation and communication in international business" is intended for students of Master's degree in "International Business". Students gain knowledge about the processes of globalization, accompanied by the emergence of a growing number of joint ventures and multinational companies that require human resources with new communicative culture, prepared to work in international environment and international teams. Students' knowledge of organization that clear, meaningful and effective communication with customers, competitors, employees, shareholders, creditors and the public, helping to build a relationship of trust and cooperation. Learning content provides students theoretical and practical knowledge of business communication, which is structured logic reproducing the classification of business communications. The characteristic of business communications are applicable and personal effectiveness. Tracked is the totality of relationships and the behavior of the participants in business life. The organization is regarded not as opposed to the individual, but as the interaction between it and the individual and examines the rules that determine how people should carry communicate.

**Course content:**

Business communication in business today. Importance of filing communication. Style of negotiations. Requirements for modern business communication and modern business leaders. Exchange of information during the negotiations. Nature of business communication. Persuasion and creativity during the negotiations. Types and forms of business communication. Reaching agreement in the negotiations. Business communications within the organization. Conflict management in negotiations. Communications in the business environment. Organization of negotiations. Strategy and tactics in conducting them. Nonverbal communication. Business negotiations. Essence. Matter. Cultural differences in business communication and negotiations. Preparing business negotiations. Approaches to negotiations. Features of intercultural communications. Conducting negotiations. Style of negotiations. Exchange of information during the negotiations. Persuasion and creativity during the negotiations. Conflict management in negotiations. Reaching agreement in the negotiations. Cultural differences in business communication and negotiations. Features of intercultural communications.

**Teaching and Assessment:**

Training on the course takes the form of lectures. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated are the knowledge, skills and competence in carrying out the current control, of serious importance are the results achieved by the set assignments and tests.

**Hours per week: 21+0s**

**Type of exam: written**

## FOREIGN TRADE STRATEGIES AND POLICIES

**ECTS credits:** 3

**Form of assessment:** on-going control and exam

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The lectures in this course structurally cover both basic common issues of content and objectives of foreign trade strategies and policies and specific problems of the the participants, functions, procedures, rules and institutions realizing it. The richly developed text material, case studies and practical exercises aim to strengthen the received as a part of the course knowledge to develop and seek their actual application in practice. The aim of the course is to provide students with in-depth knowledge about the essential characteristics of effective conduct of foreign policy, possible strategies and approaches to establishing international markets. The emphasis is on basic goals, directions and tools of foreign trade strategies and policies governing the development and growth of export-oriented economies.

**Course content:**

Nature and characteristics of foreign trade strategies and policies. Foreign trade strategies and policies in the theory of international trade. Interaction between liberalization and protectionism in foreign trade strategy. Government intervention and regulation of foreign trade strategies and policies. Evolution of foreign policy in different regions. Neoproteksionizma development in modern foreign trade strategies and policies. Assess the degree of openness and the level of liberalization of trade regime. Multilateral approach and bilateral arrangements for the liberalization of international trade. The liberalization of regional economic relations and their impact on international trade. The concept of "fair trade" as a means of realization of foreign policy. Defending national interests in multilateral trade negotiations within the World Trade Organization (WTO). Trade conflicts and trade wars. Advanced features. Development of competition in international trade. The single internal market (EVP) and EU trade policy. Necessity and conditions for foreign strategy and policy of Bulgaria.

**Teaching and Assessment:**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated are the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**Hours per week:** 21+0s

**Type of exam:** written

## COMPARATIVE ECONOMIC SYSTEMS

**ECTS credits:** 3

**Form of assessment:** on-going assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The lecture course is designed to meet the needs of students of knowledge about the different types of economic systems operating in conditions of globalization and market integration. In the training process students will receive sufficient information about the motivational, financial and institutional mechanisms governing production potential and international competitiveness of the main types of economies, their main characteristics and evolution of the world economy. They study the models of market economies and liberal conservative and a centralized command economy. The aim of the course is to equip students with knowledge and skills in teaching material while forming a clear picture and skills for dealing with the fundamental macro- and microeconomic principles operating in economic systems and changing under the influence of national cultural traditions. Familiarization with systems of Anglo-Saxon, Eastern and Western European and Asian type expand the economic horizons of students and gives them new unconventional perspective on global mechanisms affecting each national economy.

**Course contents:**

Introduction to the comparative economic systems. Pure (laissez faire) capitalism. The price system and the five fundamental questions in economics. Mixed capitalism. Radical trends in economic science. Command economy. Economy of the Soviet Union. Transition from a planned to a market economy. Economy of developing countries. The economic miracle of East Asia. Open economies in the period 1870-1973, the

**Hours per week:** 21+0s

**Type of exam:** written

Macroeconomic policy under floating exchange rates. Macroeconomic policy under a fixed exchange rate. Macroeconomic policy in the monetary union. World monetary system and the global economy.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## EUROPEAN ECONOMIC COOPERATION

**ECTS credits:** 5

**Form of assessment:** on-going control and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course in Finance of the International Corporation aims to provide students with basic knowledge of funding various companies, their financial issues and their tax policy, structure and management of capital and assets of the company and the effectiveness of investment decisions. The material is selected in accordance with the current workload and the specificities of the course and within a reasonable compromise between the theoretical and applied material priority is given to the practical side of issues. The rich text material, case studies and practical tasks are aimed at consolidating the knowledge received as part of the course, to develop and seek their actual use in practice.

**Course content:**

Introduction to basic concepts. Capital of the company. Cost of capital. Capital structure of the company. Annual financial statements. Financial results. Reproduction of capital of the company. Management of current assets. Methods of valuation of assets. Investment. Static methods for evaluating the effectiveness of the investment. Dynamic methods for evaluating the effectiveness of the investment. The risk of investing. Investment in financial assets. Liquidity of the company. Financial analysis, planning and forecasting.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL PUBLIC LAW

**ECTS credits:** 4

**Form of assessment:** on-going control and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The curriculum of the course on International Public Law (general part) is mandatory for students of IER. It concerns the main issues of contemporary international public law. The course in IPL includes the following thematic modules: concept and characteristics of international law sources relationships with international and domestic law subjects, regime of peaceful settlement of international disputes, the International Court of Justice and international responsibility. The cycle of lectures aims at students' acquiring a certain volume of knowledge in contemporary international law, the acquisition of skills for independent analysis of the UN Charter and other fundamental international instruments and handling industry terminology.

**Course content:**

Concept of IPL. Definition and characteristics, origin and development of international law, international law, Codification of IPL. Sources of international law. Concept of sources of IPL; International treaties, the International custom, General principles of law, acts of international organizations, the International Court decisions and international arbitrations, national legislation. International and domestic law. Subjects of international law. International recognition. International succession. Legal regime for the peaceful settlement of international disputes. International responsibility.

**Teaching and assessment:**

**Hours per week:** 21+0s

**Type of exam:** written

**Hours per week:** 21+0s

**Type of exam:** written

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL FINANCIAL ACCOUNTING STANDARDS

**ECTS credits:** 4

**Hours per week:** 21+0s

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to complement, extend and deepen students' knowledge in the field of accounting in enterprises. Knowledge of international accounting standards should allow future professionals to navigate more precisely targeted at building concrete relationships with commercial partners in carrying out commercial transactions with them assess their financial situation and reliability, searching for appropriate safeguards and ensuring seamless payment process. The material is selected in accordance with the current workload and specifics of the course, giving precedence to the practical and applied aspects of the standard regulations. However, when exposed to lectures special emphasis on the theoretical foundations of the standards laid down in the decision of the treated cases. Makes you an overview of all current International Accounting Standards, but only some of them are discussed in more depth with a view to the professional needs of the graduates.

**Course content:**

Causes and development of accounting standards. Preparation of Financial Statements General in accordance with IAS 1 Presentation of Financial Statements and IAS 7 Statement of Cash Flows. Special rules in the preparation of financial statements in accordance with IAS 8 Accounting Policies, Changes in Accounting Estimates and Errors IAS 10 Events after the balance sheet date IAS 24 Related Party Disclosures IAS 34 Interim Financial Reporting. Reporting kratkotrani and other assets in accordance with IAS 2 Inventories, IAS 21 The Effects of Changes in Foreign Exchange Rates and IAS 41 Agriculture. Reporting dalgatraynite assets in accordance with IAS 16 Property, plant and equipment, IAS 38 Intangible Assets and IAS 40 Investment Property. Impairment of assets pursuant to IAS 36 Impairment of Assets. Revenue recognition in accordance with IAS 18 Revenue and reporting of financial leasing in accordance with IAS 17 Leases. Reporting on the activities of the enterprises segment under IFRS 8 Operating Segments. Bizneskombinirane and need to prepare consolidated financial statements in accordance with IFRS 3 Business Combinations, IAS 27. Consolidated and Separate Financial Statements and IAS 31. Interests in Joint Ventures. Financial instruments and State aid pursuant to IAS 32 Financial Instruments: Disclosure and Presentation IAS 39 Financial Instruments: Recognition and Measurement IAS 20 Accounting for Government Grants and Disclosure of Government pomosht.mirno settlement of international disputes. International responsibility.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL PRIVATE LAW

**ECTS credits:** 5

**Hours per week:** 31+0s

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course provides students with the necessary theoretical knowledge and practical skills for substantive and procedural relations with an international element. The course of lectures on IPL includes the following thematic modules: concept and characteristics of the IPL - subject, a feature relation to other legal sectors and system; IPL sources - international and domestic sources Constitution, Code of IPL, Acts of the EU; law relations (substantive and procedural with an international element), methods and types of norms of IPL; status of subjects material relationship with an international element - the individuals, legal entities, international organizations



and the state; mode of transactions, representation and limitation; regulation of property relations - mode of foreign countries, foreign legal entities and foreigners in the Republic of Bulgaria and the Bulgarian state, legal entities and Bulgarian citizens abroad; regulation of contractual relations with an international element - contractual and non-applicable law; legal regime of trade relations with international element - vehicles, investments, protection of intellectual property, securities and bankruptcy; Recognition and Enforcement of acts of foreign bodies and arbitration awards.

**Contents of the course:**

Concept and general characteristics of the IPL. Definition. Subject. Function and system. Sources IPL - a common feature. International and domestic sources. EU acts. Role and importance of the 1991 Constitution Code of IPL. Types of IPL rules and applicable law. Substantive rules with an international element. Procedural rules with an international element. Law applicable to substantive relations with international element - the principle of the closest connection. Autonomy and freedom of contract in the IPL. Forwarding. Establishment of content interpretation and application of foreign law. Public order. Overriding mandatory provisions. Circumvention in IPL. Conflict of laws and jurisdictions. Legal status of subjects of relations in IPL. Individuals and legal entities and unincorporated formations. Country. Supranational economic associations. Regulation of transactions representation and limitation in the sources of IPL. Veshtnopravni relations with an international element. Legal treatment of foreign countries, foreign legal entities and foreigners in Bulgaria. Features after the country's membership in the EU. Legal treatment of the Bulgarian state, legal entities and our citizens abroad. Legislation on trade relations with an international element. The regime of international sale of goods. Regime of international investment. International protection of intellectual property. International Transport. Trading securities. Commercial bankruptcy. Recognition and enforcement of acts of foreign authorities. Decisions and other acts of the authorities of the Member States. Enforcement of foreign judgments authorities of third countries. Implementation of instruments on uncontested claims. Enforcement of a European order for payment. Recognition and Enforcement of Foreign Arbitral Awards.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## **BUSINESS CORRESPONDENCE IN ENGLISH – PART I**

**ECTS credits:** 4

**Form of assessment:** on-going control and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course is based on the general program of English educational qualification Bachelor. Training in Commercial correspondence in English is a continuation of the previous four modules called Practical English (I, II, III and IV part). The first part of this course marks the beginning of the economist-specific language training for special purposes. During the course acquire specific skills to communicate in a business environment. This includes the four types of skills - reading, listening, speaking and writing. Enter specific vocabulary characteristics of official-business style, basics of etiquette and culture of Britain and the United States.

**Course content:**

The three sectors of the economy Management Company structure Work and motivation Recruitment Labour relations Production Products Marketing Advertising Promotional tools Accounting and financial statements Banking

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## **BUSINESS CORRESPONDENCE IN GERMAN – PART I**

**ECTS credits:** 4

**Form of assessment:** on-going control and exam

**Semester:** 5

**Hours per week:** 01 +3s

**Type of exam:** written

**Hours per week:** 01 +3s

**Type of exam:** written

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course in Business correspondence in German represents the set of fundamental, basic and applied knowledge in the field of business communication in German. The course in Business correspondence for students majoring in International Economic Relations is taught in four parts covering all important topics of business communication - from key moments such as telephone calls, business correspondence, corporate presentations, product presentations and offers business negotiations to specialized areas of international business of marketing and distribution, management, accounting control, international finance. Subject of the first part of the course is the creation, design and computer formatting of written business correspondence and relevant basic documents for information exchange between firms. The content in this first part is structured so that students acquire consistently lasting knowledge and skills for standard documents arranged and designed to be able to independently compiled and formatted business and internal company correspondence, personal letters and original writings, correspondence in German language to perform quality and productive speech, lead exemplary business correspondence in a foreign language. In the learning process particular attention is paid to the profound practical side of business correspondence that leads to the construction of proper design and construction documents. In this section the emphasis is on stylistic and spelling skills and knowledge of German language in this specific area of communication.

**Course content:**

Präteritum, Infinitiv mit und ohne zu, Stammformen des Verbs. Plusquamperfekt, Zeitenfolge, temporale Konjunktionen Perfekt und Plusquamperfekt, Finalsätze, Phonetik-Elision in der gesprochenen Sprache, Intonation. Deutschland, Vokaländerung im Präsens, Adjektivendungen. Temporale Präpositionen, Komparativ-Konjunktionen. Konjunktiv I. Konjunktiv II – Formen zum Ausdruck von Höflichkeit. Passiv. Passiv, man-Konstruktion Wir –Formen in den Geschäftsbriefen Konjunktiv II – Formen zum Ausdruck von Höflichkeit

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**BUSINESS CORRESPONDENCE IN FRENCH – PART I**

**ECTS credits:** 4

**Form of assessment:** on-going control and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The Business Correspondence Course in French (Part I) is mandatory in the curriculum in International Economic Relations. The training aims to provide basic knowledge about the nature and technology of conducting business correspondence and skills for writing and use of the most common forms of written business communications. During the course, students are introduced to the administrative documents of general reference and informational documents, organizational prescriptive documents, commercial documents, documents relating to the public. Particular attention is paid to the requirements for satavyane letters of business correspondence , the manner of arrangement of the main text , as well as auxiliary and accompanying parts. Students also become familiar with the most commonly used language constructs in business correspondence and related punctuation and spelling peculiarities.

**Course content:**

Curriculum vitae Lettre de candidature Attestation de formation Invitation à une entrevue Réponse favorable à une offre de candidature Réponse défavorable à une offre de candidature Lettre de motivation Lettre de recommandation Documents administratifs Conservation et archivage des documents administratifs Formalités, démarches et documents pour créer une entreprise Demande de renseignements au sujet d'une entreprise. Contrat d'affiliation Demande de renseignements concernant les réglementations pour l'achat de propriétés à l'étranger. Achat et vente de biens à l'étranger: dans les pays de l'Union Européenne et hors de l'UE

**Teaching and assessment:**

Training of students includes their active participation in seminars, as well as ongoing training, ongoing presentations, written projects, monitoring and control. Students are informed about the organization of training and the specifics of the proposed system of assessment at the first seminar session.

**Hours per week:** 01 +3s

**Type of exam:** written

## BUSINESS CORRESPONDENCE IN RUSSIAN – PART I

**ECTS credits:** 4

**Form of assessment:** on-going control and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The main objective is geared towards harnessing the characteristics of business language and business documents. The course introduces students to the specific features of business communication in the Russian discourse principles, structure and formalities for the registration of commercial business documents. The workshops students learn basic types of written business documents with the standards of the design, and which are characteristic of Russian. In the last part the course focuses on the typical characteristics of certain business communication. The aim is focused on building practical skills and habits of business speech communication and establishing the official business documents. Particular emphasis is placed on the label of communication in the Russian-language media, as well as non-verbal communicative symbolism. The course is entirely practical and is done by presenting a basic summary of current for each topic developed rules and regulations and in-depth practical work (alone or with a teacher). Better perspective of the course is the ability to use electronic resources for exercises and tests to check their knowledge and skills.

**Course content:**

Предмет и задачи коммерческой корреспонденции. Роль коммерческой корреспонденции в современном деловом общении. Официально-деловой стиль общения. Особенности официально-делового стиля. Экстралингвистические и собственно-языковые черты официально-делового стиля. Подстили официально-делового стиля. Деловые документы. Основные характеристики деловых документов. Принципы классификации деловых документов. Правила оформления деловых документов и государственные стандарты. Факторы обеспечения эффективности деловых контактов. Этикет, поведение и протокол. Современные технические средства в помощь создания деловых документов. Сущность и значение бизнескоммуникации. Реклама в деловом общении. Виды и образцы деловых писем

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## HUMAN RESOURCE MANAGEMENT

**ECTS credits:** 4

**Form of assessment:** on-going control and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The lectures on the subject "Human Resource Management" were developed in accordance with the general objectives of the specialty "International Business". In structural terms the course includes: nature of human resource management; analysis and design of the system of positions in the enterprise; determining the needs of the enterprise by HR; recruitment and selection of personnel; organization of working time and rest periods in the enterprise; training of human resources; labor standards; evaluation of staff; organization of wages in the enterprise; social insurance and personal insurance; health and safety; collective bargaining; using HR; staff motivation; international quality standards and requirements for HR them.

**Course content:**

Essence of human resource management (HRM). Analysis and design of the system of positions in the company. Determining the needs of the enterprise by HR. Recruitment and selection of staff. Organization of working time and rest periods in the enterprise. Training of human resources. Labor standards. Assessment of staff. Salary arrangements (RE) in the enterprise. Social insurance and personal insurance. Healthy and safe working conditions. Collective bargaining. Use of HR. Motivation of staff. International quality standards and requirements for HR them.

**Hours per week:** 01 +3s

**Type of exam:** written

**Hours per week:** 21 +1s

**Type of exam:** written

**Teaching and Assessment:**

Training on the course takes the form of seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated are the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**FINANCES OF THE INTERNATIONAL CORPORATION****ECTS credits:** 4**Form of assessment:** on-going control and exam**Semester:** 5**Methodological guidance:**

Department of Economics

Faculty of Economics

**Abstract:**

The course aims to provide students with basic knowledge in the field of financing of various legal registration companies, financial problems and their tax policy, structural and management of capital and assets of the company and the effectiveness of investment decisions. The material is selected in accordance with the prescribed workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the topics. The richly developed text material, case studies and practical tasks aimed at reinforcing received as part of the course knowledge to develop and seek their actual application in practice.

**Course content:**

Introduction to basic concepts. Capital of the enterprise. Cost of capital. Capital structure of the company. Annual financial statements. Financial results. Reproduction of the capital of the company. Management of current assets. Methods of valuation of assets. Investment. Static methods for assessing the effectiveness of investment. Dynamic methods for assessing the effectiveness of investment. The risk of the investment. Investing in financial assets. Liquidity of the company. Financial analysis, planning and forecasting

**Teaching and Assessment**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated are the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**PLANNING AND FORECASTING****ECTS credits:** 4**Form of assessment:** on-going assessment and exam**Semester:** 5**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Students acquire relevant knowledge of the analysis, planning and forecasting the level and dynamics at the macro- and company level. At this level they should be aware of and study those issues that are related primarily to the general terms and principles characterizing leasing use, pay and training of personnel in companies functioning under the requirements of market economy; the issues associated with economically viable jobs and positions, the way of assessment and career development of different categories of employees. In the training process students become familiar with any problems with the methodology of scientific human resources management at the macro level, the issues of population and human resources and some problems that affect the permanent movement of labour forces in the labor market.

**Contents of the course:**

Introduction analysis and planning systems, human resources management. Nature of projections for human resource management. Analysis and design of occupations. Methods of analysis - theory and methods for evaluation of analytical results. Design experience - strategies and policies of the company. Analysis of practice in determining the needs of human resources. Analysis and planning system recruitment. Analysis and planning system for staff evaluation. Analysis and planning system for labor remuneration. Professional career growth and qualification of personnel; Health and safety at work. Regulatory system based on health and System state regulation of industrial relations at national, branch and company level. Legal basis for the conclusion of the process of collective labour agreement. Entities levels and peer labour agreement. Features and problems of state employees in the budgetary sphere

**Hours per week:** 21 +1s**Type of exam:** written**Hours per week:** 21+1s**Type of exam:** written

### **Teaching and assessment**

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

## **INTERNATIONAL INNOVATIONS AND INVESTMENTS**

**ECTS credits:** 6

**Form of assessment:** on-going control and exam

**Semester:** 6

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course "International Innovation and Investment" aims to enable students to master basic concepts, terms, principles and methods in the field of international investment. The material is selected in accordance with the prescribed workload and specifics of the course, it is presented within a reasonable compromise between the theoretical and practical application information. The educational content covers interstate comparative, international and institutional characteristics of the global economy, international investment process and international business, and common view among basic scientific concepts for their future.

**Course content:**

Nature of the innovation process: basic categories and concepts. Etymology of the term "international innovation." Development of the concept. Types of international innovation. Global innovation trends. Institutionalization of international innovation process. Investment processes. Financial markets and instruments. Concepts in the investment industry. Investment environment. Features and principles of international investment. Algorithm of international investment. Information reading of the global stock market. Globalization of financial markets. Credit risks in international investment. Direct foreign investments. Investing in securities and other valuables. Active management of the investment portfolio in international investments. International investment projects.

**Teaching and Assessment**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated are the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## **EXCHANGES AND EXCHANGE OPERATIONS**

**ECTS credits:** 4

**Form of assessment:** on-going control and exam

**Semester:** 6

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course "Exchanges and Exchange" is a part of the compulsory education in "International Business". The course aims to introduce students to the theory of capital markets, as well as the most important institutional fundamentals of stock trading and stock exchange transactions. The aim of the course is to equip students with the necessary theoretical knowledge for correct interpretation of economic behavior of investors, issuers, speculators, brokers and financial supervisory authorities.

**Course content:**

Financial intermediation - specificity and nature of financial instruments. Financial markets and key players in them. Theory of financial markets - historical overview and alternative concepts. Arbitrage pricing theory - comparative analysis and empirical evaluation of theories. Stock exchanges - a brief history and historical development. Organization of stock trading - evolution. Exchange and OTC markets. Stock markets - primary, secondary and derivative. Quotes and indices. Systems for quotation and settlement. Issue of securities - techniques of primary issuance. Secondary markets and market strategies. Leading the secondary stock markets. Soft, semi-strong and strong form of informational efficiency in the exchange business. Derivative markets - specificity and their relationship with the primary and secondary markets. Major regional stock exchanges - the New York, London, Tokyo, Frankfurt, Paris - role and place in the global stock trading. Cash and stock markets - the impact of their activities on macroeconomic policy. Quotation of sovereign debt in the stock market.

**Hours per week:** 21 +2s

**Type of exam:** written

**Hours per week:** 21 +1s

**Type of exam:** written

Currency markets and currency exchanges - international monetary and financial system. A single European financial market - problems and prospects for development. Bulgarian financial market - the genesis and development of the exchange work in the country after transition to a market economy. Financial markets and self-regulation.

#### **Teaching and Assessment**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated are the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

### **ELECTRONIC COMMERCE**

**ECTS credits:** 5

**Hours per week:** 21 +1s

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 6

#### **Methodological guidance:**

Department of Economics

Faculty of Economics

#### **Annotation:**

The course "E-commerce" is intended to give basic practical knowledge of the principles of operation, methods of construction, management and protection of electronic trading systems. Issues relating to technical construction, operation and strategies for e-business are set up. Attention is paid to both the specific marketing aspects of the problem and the legal regulation and maintenance of the systems - incl. the "electronic shops". A number of economic and technical issues are discussed, related to the methodology for the organization of electronic retail outlets, organization and technology of Internet Payment (Easy Ray, Pay Pal, national system of electronic payments in Bulgaria epay.bg etc.). The course aims to provide students with basic knowledge in the field of e-commerce in both aspects of its local application and in terms of ever-growing its e-commerce transactions as part of international economic relations in their general theoretical, methodological and practical aspects .

#### **Course content:**

Generation and dissemination of trade on the Internet - nature and characteristics. Legal aspects of electronic commerce in the country. General Regulations of trade on the Internet - a worldwide practice. Nature and architecture of modern e-commerce - "business to business", "business end user," "addressed electronic stores", "canvassing e-commerce," e-commerce platforms such as E-Bay or OLH and others. Internet- stores - structure, operation, maintenance. General terms and specifics. Planning and development of online business. Indicators for evaluation of e-based retail outlets. Technical support of eCommerce - servers, communication networks. Construction, operation and maintenance. Software for e-commerce - WEB- technologies. Applied platforms. National and international payment systems for e-commerce. Specifics of payments on the Internet. Problem risk and responsibilities. Electronic marketing. The role of social networks as a channel for marketing messages and their place in electronic commerce. Blogs, email marketing. Systems electronic reservations in tourism in the field of transport services, "one-stop shop", "e-government". Personal data and e-commerce.

#### **Teaching and Assessment**

Training on the course takes the form of lectures. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and competence in carrying out the current control, of serious importance are the results achieved by the set assignments and tests.

### **INTERNATIONAL INSURANCE**

**ECTS credits:** 5

**Hours per week:** 21 +1s

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 6

#### **Methodological guidance:**

Department of Economics

Faculty of Economics

#### **Annotation:**

The goal is the future economists to learn about the content and importance of insurance relations as a specific type of economic relations with the activities through which these relations are carried out, as well as state influence on strengthening and development. With the species insurance to enable the future financiers and accountants to be oriented and familiar with basic problems of insurance, focusing on their essential, unchanging

in time characteristics. This will be necessary regardless of which side of the insurance contract will run the graduates - as experts in insurance company or as experts of its clients.

**Course content:**

Essence, functions and insurance. Types of insurance in Bulgaria, according to the Insurance Act. Personal and property insurance. Insurance. Characteristics of the main types of life insurance. Conclusion of insurance. Reversal and transformation of insurance. Insurance against "Accident" insurance "medical expenses." Characteristics of the main types of insurance "Accident" insurance and "medical expenses." Insurance of goods in transit in international transactions ("Cargo" insurance). Risks objects and subjects of insurance. Liability insurance. Compulsory insurance "civil liability" - drivers and owners of vehicles, passengers in public transport vehicles, the owners of aircraft and vessels, "Green Card". Main characteristics. Insurance professional responsibility - "Liability of the insurer", "Carrier's Liability", "Responsibility for product quality," "Responsibility for environmental pollution" and "responsibility for the quality of tourist services." Main characteristics. Insurance of bank risks. Insurance "bank credit" insurance "expert credit" insurance "commodity credit". Main characteristics. Insurance of financial risks and leases. Risks - coated and uncoated. Object and subject of insurance. Responsibilities of the insurer. Insurance amounts and insurance premiums. Liquidation of damage.

**Teaching and Assessment:**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated are the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## FOREIGN TRADE CONTRACTS

**ECTS credits: 5**

**Form of assessment:** on-going control and exam

**Semester: 6**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Regarding the structure the course covers as the general problems of the content and the structure of the Foreign trade contracts, as well as specific problems of the procedures concerning their signing, the concrete conditions and their content, the procedures and the documents necessary for their realization. The material is selected in accordance with the prescribed workload and the specifics of the program and within a reasonable compromise between theoretical and applied material is given priority to the practical side of the topics. The course aims to provide students with in-depth knowledge about the essential characteristics of the actual foreign trade contracts, the basic principles of their functioning, the accompanied appliances, lists and documents necessary for making a foreign trade deal. The focus is on the informational assurance of the foreign trade contract, the acting rules and the customs regulations, defining the frame of the foreign trade regime.

**Contents of the course:**

General characteristics and subject of the foreign trade deal. Criteria for classification of the deals. Technology of realization. Preparation for a foreign trade deal. Scheme of a foreign trade contract. Subject and characteristics, Conditions for the quantity and quality of the goods. Procedures and documents necessary for the realization of a foreign trade contract. Foreign trade regime in Bulgaria. General documents concerning the import and the export. Changes in the foreign trade contracts, influenced by the Bulgaria's EU membership.

**Teaching and assessment:**

The training course takes the form of lectures. In the process of familiarizing students with the new theme discussions are made in order to achieve continuity between lectures and to make students draw their own conclusions. The course ends with an exam at the end of the fourth semester. A priority in training is given to the practical and independent work of students. The knowledge, skills and competence are assessed during the current control, of serious importance are the results achieved by the set assignments and tests.

## FOREIGN TRADE TRANSACTIONS AND OPERATIONS

**ECTS credits: 5**

**Form of assessment:** on-going control and exam

**Semester: 6**

**Methodological guidance:**

Department of Economics

**Hours per week: 21 +1s**

**Type of exam:** written

**Hours per week: 21 +1s**

**Type of exam:** written

Faculty of Economics

**Annotation:**

The lectures on the subject "Foreign trade transactions" structurally cover both basic common problems of the nature and structure of foreign trade transactions and specific problems of the procedures for preparation and conclusion of their specific conditions in their content, procedures and documents on their performance . The aim of the course "Foreign trade transactions" is to provide students in-depth knowledge of the essential characteristics of current foreign trade transactions ,, basic principles of their implementation, accompanying applications, lists and documents at the conclusion of the foreign trade transaction. The emphasis is on information provision of foreign trade contract, the rules and customs regulations, framing foreign trade regime.

**Course content:**

Key features and the subject of foreign trade transaction. Composite activities, objects and subjects. Legal and managerial aspects. Features. Criteria for classification of transactions. Technology implementation. Unilateral, bilateral, re-export, clearing, credit, patents and licenses, advertising, insurance and transportation. Preparation for the conclusion of the foreign trade transaction. Information security. Marketing studies. Solutions for manufacturing and marketing policies, import and export. Scheme of foreign trade contract. Purpose and characteristics. Key clauses. Options. Accepted forms in international business. Terms of the quantity and quality of the goods. Methods for the determination. Weight gross and net. Method "reviewed-approved". Quality standard by Commodity brand, in a sample, such as it is (telle quelle), in technical terms and specification. Terms of price and overall value. Unit, and currency levels. Estimates of counterparties. Stable and variable rates. Discounts. Currency of the contract price and payment. Conditions and terms of delivery. Codified in INCOTERMS. Standardized international commercial terms. Grouping according to location, participation of counterparties distribution of responsibilities and costs. Deadlines for immediate and subsequent delivery. Payment Terms. Periods ways and sizes. Documentary credit. Collection. Bank transfer. Payment in cash at consignment loan repayment. Terms of packaging, labels, barcode and marking. Requirements of Transport. Coding. Marking of origin and transport marking. Terms of transportation, transmission and reception of the goods. Transport documents. Transmission-reception protocol. Terms of guarantee claims and penalties. Force majeure. Warranty period. Claims for benefits. Penalties for failure. Means of settlement in case of force majeure. Procedures and documents in carrying out foreign trade contract. Regulation of the UN Economic Commission for Europe (ECE). Customs regulations of Bulgaria. Implementation of foreign trade transactions with partners from the EU and third countries (non EU). Procedures and documents. VIES declaration. Identification number for the purposes of VAT. Intrastat. Mutual recognition. Trade relations with third strani. Protseduri the realization of export. Imports from third countries.

**Teaching and Assessment:**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated are the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## BUSINESS COMMUNICATIONS

**ECTS credits:** 5

**Form of assessment:** on-going control and exam

**Semester:** 6

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

In the first part of the course the communication is regarded as inseparable, organic part of the institutional and organizational midst of the contemporary informational society, from the business midst, from peoples` life. Owing to the communication, its` members` endeavour to minimize the eventual contradictions and conflicts.

**Contents of the course:**

Concept of business communication. Subject, purpose and objectives of discipline. Key elements of the business. Basic sociological concepts used in theories of communication. Sociology of communication. Characteristics of written communication in business environment. Collective impact of communication. Models created in the 50s of the 20<sup>th</sup> c. Public Relations. Principles of PR. Modern theories of business communication. Information society. Internet- phenomenon of multi-directional communication. Role in social change. Principles of IP. Structure of the professional activities of the PR.PR program. Analysis of the situation. Planning. Communication. Evaluation.

**Teaching and assessment:**

**Hours per week:** 21 +1s

**Type of exam:** written



The training course takes the form of lectures. In the process of familiarizing students with the new theme discussions are made in order to achieve continuity between lectures and to make students draw their own conclusions. The course ends with an exam at the end of the fourth semester. A priority in training is given to the practical and independent work of students. The knowledge, skills and competence are assessed during the current control, of serious importance are the results achieved by the set assignments and tests.

### **TRADE REPRESENTATION AND MEDIATION**

**ECTS credits: 5**

**Form of assessment:** on-going control and exam

**Semester: 6**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course "Commercial agency and brokerage" is a specialized discipline that is both fundamental and applied nature. This stipulates the formation of basic knowledge about the nature and importance of commercial representation and mediation. First importance is paid to the study of the different forms of business representation and mediation. In this respect, the course is also aimed at familiarizing students with existing trade and tax law.

**Course content:**

Commercial law - definition system. Concept Vendor. Trade name and registered office. Brokering - nature, necessity and legal regulation. Commercial representation. Commissions brokerage operations. Consignment mediation. Factoring mediation. Franchising as a form of commercial mediation. Insurance brokerage. Insurance brokerage. Forwarding. Leasing brokerage. Brokerage. Economic efficiency of commercial brokerage operations.

**Teaching and Assessment:**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**Hours per week: 2l +1s**

**Type of exam:** written

### **INTERNATIONAL ENTREPRENEURIAL CONGLOMERATES**

**ECTS credits: 5**

**Form of assessment:** on-going control and exam

**Semester: 6**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The lectures on the subject "International entrepreneurial associations" were developed in accordance with the general objectives of the specialty "International Business". The aim of the course is to provide students with in-depth knowledge of entrepreneurial associations of enterprises. The main tasks that need to be addressed in the implementation of the curriculum are: Understanding the nature and role of entrepreneurial associations of socio-economic development, the necessary economic conditions and institutional prerequisites for the successful functioning; Understanding the types of entrepreneurial associations and their nature, organization and management.

**Course content:**

Internationalization and globalization of business and entrepreneurship. Elements of the international business environment. Trends in the internationalization of the business. Stages of development of the integration process. Need internationalization of entrepreneurial activity. Conditions and factors for the emergence of entrepreneurial associations. Regional economic integration. Essence. Types of regional economic integration. Important for economic development and entrepreneurship. Nature, role and importance of entrepreneurial associations for economic development. The theory of entrepreneurial associations. Nature and importance of international entrepreneurial associations. EU measures for development of entrepreneurship and entrepreneurial associations. Relationship between entrepreneurial associations and development strategies. Types of entrepreneurial associations. Classification, principles and motives for building. Interaction of small and medium enterprises to large companies. Entrepreneurship and international subcontractors chains. Subkontraktorstvo - meaning, history, development trends and approaches. Intercompany relationships. Nature and typology of the companies

**Hours per week: 2l +1s**

**Type of exam:** written

involved in subcontractors chains. Subcontractors chains in Japan. Entrepreneurial networks. Nature, species matter. Strategic alliances. Characteristics, types and manifestation. Joint ventures - nature, organization, management and importance. Clusters. Theoretical issues. Nature, role, principles and approaches of construction. Importance for economic development. Clusters and innovation. Multinational corporations. Nature and objectives. Corporations, consortiums, conglomerates and cartels. Nature, role, types and purposes.

#### **Teaching and Assessment**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

### **PROJECT MANAGEMENT**

**ECTS credits: 5**

**Form of assessment:** on-going control and exam

**Semester: 6**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The first module discusses the problems of the development of business investment projects of enterprises. The second module expands knowledge, focusing on the organization and management of projects to apply the pre-accession and other donor programs. The aim of the course is to provide students with detailed knowledge of effective project development and management process in their creation and implementation, but also to the opportunities for attracting funds from pre- donation programs and other business development, NGOs, research and development and more. Key tasks that need to be addressed in the implementation of the curriculum are: Understanding the nature, character, composition and role of business development projects of the organization. Acquisition of knowledge and skills to develop a business project. Understanding the organization of the implementation of the business plan, its monitoring and control, reporting and evaluation of the project.

**Course content:**

Definition of project. Purpose of the project. Types of projects . Phases of the project. Project life cycle. Need to develop investment business project. Content of the investment project. Main sections. Specific tasks of the main sections. Information Section of the investment project. Need to develop its content. Under "Current financial condition" of the investment business project. Documents necessary to reflect the current financial position of the company. Financial and economic analyzes of the current financial situation. Section " Technical - economic project" Description of the project. Marketing, prices and markets. Structure of Feasibility project. Section "forecasting models" Project performance. Sales forecasting. Budget stock. Budget cost of production. Forecasting profits. Prediction of receivables and payables. Forecasting cash flows and balance income and expenses. Analysis of forecast indicators . Baseline forecast financial performance. Key predictors . Analysis of the critical point. Present value of expected cash flows. Net present value. Internal rate of return. Index of profitability. Analysis of credit risk. Main indicators of the analysis. Identifying projects for the utilization of pre-accession funds and other donor funds. Identification and analysis of problems . Identification and analysis of stakeholders. Project objectives. Development and analysis of alternatives. Choosing a project approach. Organizational planning of the project. Public involvement in the project. Institutional environment of the project. Determination of the partners. Project Team Building. Key elements of the project. Components of the project. Risks of the project. Preparation of a project proposal. Assessment of the proposed project. Nature of the assessment. Evaluation criteria. Evaluation mechanism. Principles of the selection process. Project funding. Stages of the project. Management of human resources. Financial management. Of activities. PR. Monitoring and control of the project. Reporting on the implementation of the project. Completion strategy or continuation of the project after its financing. Evaluation of the project. Nature of the assessment. Types of evaluations. Analysis of realizing the project.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

### **INTERNATIONAL MARKETING**

**ECTS credits: 6**

**Hours per week: 31 +1s**

**Form of assessment:** continuous control and exam

**Type of exam:** written

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to familiarize students with the complex and dynamic international marketing environment, the management of international marketing and problems of coordination of international marketing of goods and services. Problems and situations faced by both large and small companies in the international market are examined. Students are introduced to the methodology of identifying and specifying the target international markets and the development of appropriate marketing mix to meet customer needs. There appears the importance of linking international marketing with the overall corporate strategy. The sources of the differences between marketing in international and national environment are not in the functions themselves but in the parameters of performance of these functions. Therefore, students in international marketing must be able to identify relevant parameters and understand how they affect the marketing program. They are familiar with both the theory and practice of the most successful companies in the development and implementation of their international marketing strategies. The aim is to achieve a balance between the acquisition of knowledge and skills training, development of professional competence and marketing thinking and behavior in future managers.

**Course content:**

The concept of international marketing. International environment: research, analysis and evaluation. International marketing strategy. International marketing research and marketing information. International product policy. International distribution. International communications. Pricing in international marketing. International marketing services. Information Technology, Internet and international marketing. The future of international marketing.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL CURRENCY MONETARY RELATIONS

**ECTS credits:** 4

**Hours per week:** 31 +0s

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course structurally covers both basic common issues of currency and financial markets and specific problems of the movement of world money, the new international financial instruments koolektivnite reserve currency units and changes in the global monetary system. The aim of the course "International currency and financial relations" is to provide students in-depth knowledge about the essential characteristics of national and international monetary systems, the basic principles of functioning of the foreign financial markets, the development of the European monetary system. The focus is on the current state and development trends of the global currency and financial system, international financial centers, the formation of optimum currency areas, European markets debt capital.

**Course content:**

Origin and definition of international finance. National and international monetary system. Currency and exchange rate. Types of quotations exchange rates. Key features of the international monetary system and the stages of its development. The system of the gold standard, the Bretton Woods system 1945-1971 and the modern system of floating exchange rates. Comparative characteristics. International monetary-financial centers. International Monetary Fund (IMF). World Bank. Bank for International Settlements. Collective international reserve currency units. Establishment of European Monetary System (EMS). Theory of optimum currency areas. Advantages of using the single currency. Opportunities and prospects for introduction of the euro in Bulgaria. The global financial crisis and the turmoil in the currency markets. The new international financial instruments. Trade in currency derivatives. Efficiency of the foreign exchange market. International banking services. Types of international banks. International market stocks and bonds. Euro currency and market. Emerging system of international currency and financial relations.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## CURRENCY AND CUSTOMS CONTROL

**ECTS credits:** 4**Form of assessment:** on-going control and exam**Semester:** 7**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course "Currency and customs control" introduces students to the basic forms and methods of control applied in customs and exchange controls, as well as their institutional and legal basis. The course is divided in two parts. In the first part, are taught basic categories, concepts, forms and methods of customs control, as well as the specifics of the procedures and actions of customs control bodies in different customs regimes. It gives a range of minimum knowledge about our future participation in the EU customs union. The second part of the course introduces students to the organization and forms of exchange controls and currency regime. Accordingly, students are acquainted with the regulations and sanctions applying the relevant controls.

**Course content:**

Nature and content of the customs control. Types and forms of customs control. Rights and obligations of the parties in the control relationship. Entry summary declaration. Customs Control in connection with the submission of an entry summary declaration. Customs controls on goods entered to obtain customs. Common customs tariff and tariff classification. Declaring goods and giving arrangements. Controls customs procedures import, export, transit. Customs controls at customs processing under customs control and customs warehousing. Customs control at temporary importation procedure. Customs controls in the application of inward processing and outward processing. Customs control operations under cover of TIR Carnet and ATA. Customs controls at the borders of free zones and free warehouses. Exchange rate regime and exchange controls. Filling in currency customs declaration. Breaches of customs legislation. Proceedings of administrative violations and impose administrative penalties.

**Technology training and assessment:**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## BUSINESS ENGLISH – PART I

**ECTS credits:** 4**Form of assessment:** on-going control and exam**Term:** 7**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The program on the Trade Correspondence in English, Part III is a continuation to the knowledge obtained in the two former modules, but the accent here is on the different type of trade letters and documents which are unchangeable part of the business communication. A serious attention is being paid to the improving the ability of the students for producing texts. The basics of the correspondence, the formatting of the official letter, different type of business letters are to be studied out. A specific lexic is introduced as well as the features of the official business style and the main abbreviations used in the written business communication. The purpose is at the aim of the course the students to be acquainted to a great part of the communicative situations which might appear in their future professional life.

**Contents of the course:**

Business correspondence in English - introduction. Formal letter layout. E-mail, fax, memo. Abbreviations and their role in business correspondence.. Curriculum vitae. Cover letter. Letter of recommendation. Enquiry.

**Hours per week:** 21 +0s**Type of exam:** written**Hours per week:** 01 +2s**Type of exam:** written

Answer to an enquiry. Offer. Making an order Stating delivery conditions. Cancellation of order. Payment of invoices. Letter accompanying payment. Request for payment. Request for deferral of payment.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL TRADE WITH SERVICES AND INTELLECTUAL PROPERTY

**ECTS credits:** 4

**Hours per week:** 31 +0s

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The lectures in the course "International trade in services and intellectual property" was developed in accordance with the overall objectives of the Bachelor's program in "International Business". Structurally it covers both basic common problems and peculiarities of international trade in services and intellectual property, and trends in intellectual products and their place in the international market. The material is selected in accordance with the prescribed workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. Developed rich text material, case studies and practical exercises aim to strengthen received as part of the course knowledge to develop and seek their actual application in practice.

**Course content:**

Nature and definition of international trade in services. Backgrounder on international trade in services. Classification of services subject to international trade. Specific features of the services subject to international tagoviya. Pricing in international trade in services. Export production base of services - nature and essential components. Factors international services markets. Contractors of international services markets. International trade in a transport services. Nature and genesis of intellectual products. Classification of intellectual products in international trade. Organizational forms of production of intellectual products internationally. International trade in intellectual products. Methodological issues of international price formation of intellectual products. Terms of the deal with intellectual products. Trends in intellectual products and their place in international business.

**Technology training and assessment:**

Training on the course takes the form of lectures. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and competence in carrying out the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL BANKING

**ECTS credits:** 4

**Hours per week:** 31 +0s

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course in International Banking has been developed in line with the Bachelor training in International Economic Relations. In structural terms, it covers both international banking with a view "from the inside" and "from outside", i.e. with emphasis on the services rendered to the Bank's clients involved in international economic relations. The course material is consistent with the current workload and specifics of an equivalent degree with an overlap of both theoretical to the practical issues. The aim of the course "International Banking" is to provide students with the necessary knowledge for successful relationships with banks in servicing foreign trade transactions and relationships.

**Teaching and assessment:**

Concept and history of international banking . Origin and development of banks - from moneychanger table to electronic banking . Types of banks: the separation of emission function, central and commercial banks. Types of banking transactions. Major trends in international banking. International banking operations. Bank payments.

Deposit and loan operations. Other operations. Infrastructure of international banking operations. Correspondent banking relationships. Nature and organization. Establishing correspondent banking relationships. Products and services to correspondent banking relationships. Organization of international payments. Means of payment. Promissory note . Bill of exchange. Cheque . Translation. Payment in securities. Payment of bills. Documentary standards in foreign trade transactions. Requirements for documents in foreign trade transaction. Transport documents. Invoices. Insurance documents. Other stock documents. Forms of international payments - documentary credit . Nature of the letter of credit as a form of payment. Teaching credential payment. Types of letters of credit. Forms of international payments - Documentary collections. Technology and forms of documentary collections. Risks and techniques to mitigate them. Payment into an account opened by an international transfer. Bank guarantees in foreign trade transactions. General characteristics of the bank guarantees. Details. Types of bank guarantees. Lending to foreign trade. General characteristics. Types of loans. Company credit on imports and exports. Cost of credit. Foreign currency transactions in the international banking. Quote arbitration dealer apparatus currency positions. Exchange market - structure and instruments. Forward and Futures market. Predicting currency market. Options and swaps. General characteristics of the option and swap transactions - types. Equipment and usage of the option and swap transactions. Risks in international banking. International banks.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## **ORGANIZATIONAL BEHAVIOR**

**ECTS credits:** 4

**Hours per week:** 31 +0s

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Organizational behavior studies the persistent features of human behavior and human communities in terms of organized labor and management. It is an interdisciplinary field that is dedicated to both the learning and understanding of the causes, structure and dynamics of individual and collective labor behavior and practice of the impact on him, his real practical control. Organizations are social systems, combining human and material resources. The behavior of individuals and groups of people who run organizations or work for them is largely unpredictable as far as its basic complex and interacting reasons: individual characteristics, needs and interests, values, motivations, attitudes and etc .. at the same time, this behavior should be studied, understood and managed, because work occupies the most important place in the life of every person, because there is a more important factor in the success of an organization by its people, and because of the effective Fung cussed the organization depends on the prosperity of any society. Organizational behavior is sought after and popular subjects for students and graduate students in the field of general management, business administration and human resources management in all known global tsentrave training in this area.

**Course content:**

Organizational behavior as a scientific field and academic discipline - subject, goals, levels of analysis approaches. Concepts underlying organizational behavior - in human nature, the nature of the organization. Individual behavior - individual differences. Dynamics of individual differences. Motivation. Attitude. Commitment. Motives and motivation in the field of organizational behavior. Motivational models. Types of motivation to work - attitude, commitment, empathy. Organizational theories. The groups in the organization. Essence. Organizational roles. Status and socializing. Formal groups and structures. Informal groups and structures. Informal organization. Image of the organization. Organizational culture. Forms. Functions of organizational culture. Interpersonal behavior in the group. Essence. Kinds. Problems. Interpersonal dynamics within the group. Power. Organizational policy. Conflicts. Types of conflict. Conflict situation. Strategies for conflict management. Quality of working life. Stress and its management. Counseling. Management and leadership. Nature and distinctions. Concepts of management and leadership. Types of communication and communication problems. Origin and development of organizational culture. Management training.

**Teaching and Assessment**

Training on the course takes the form of lectures. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and competence in carrying out the current control, of serious importance are the results achieved by the set assignments and tests.

## TRANSNATIONAL CORPORATIONS

**ECTS credits:** 4

**Form of assessment:** on-going control and exam

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course in Transnational corporations in structural terms covers both basic common problems of the content and objectives of the transnational corporations and the specific problems of their role in international economic relations, their interaction with developing countries and global capital turnover. The material is selected in accordance with the current workload and the specificities of the course and within a reasonable compromise between the theoretical and applied material, priority is given to the practical aspect of this topic. The rich text material, case studies and practical tasks aim to strengthen the expertise received within lectures, to develop and seek their actual use in practice. The aim of the course is to provide students with detailed knowledge of the peculiarities of transnational corporations, the causes and characteristics of their activity, new aspects of their development and the impact on the international division of labor. Emphasis on financial and monetary and credit aspects of the functioning of transnational corporations (TNCs), the legal regulation of their activities, their industrial structure and characteristics of the financing.

**Course content:**

Theoretical aspects of transnational corporations. Nature and characteristics. TNCs as a driver of transnational nature. Role and mechanism of functioning of TNCs in the conditions of globalization. The formation of a transnational economy. Types and structure of TNCs. Role in international business. Strategic planning in transnational corporations. Sectoral analysis of the largest corporations in the world. TNCs in the financial and insurance sector. Interaction of TNCs with the nation state. National specificities of TNCs. Features of TNCs in the EU. Interaction of TNCs with developing countries. Influence the activities of TNCs on the capital market in Southeast Europe. The crisis of corporate management in the early twenty-first century. TNCs and global energy security.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL INVESTMENT PROJECTS

**ECTS credits:** 4

**Form of assessment:** on-going control and exam

**Semester:** 7

**Methodological guidance:**

Department: Economics

Faculty of Economics

**Annotation:**

The lectures on the subject "International Investment Projects" are developed in accordance with the general objectives of the specialty "International Business". Structurally it covers both basic general topics in project management and specific problems of investment design. The course is aimed at acquiring knowledge and skills for investment projects, based on students' knowledge acquired from their training in other disciplines. Methods for the management of investment projects associated both with specific development projects as well as case studies. The aim of the course "International investment projects" is to provide students in-depth knowledge of investment projects, learn about basic tools, methods and techniques for project management of investment activity through investment projects and opportunities for their application in modern conditions.

**Course content:**

Investments - nature and types. An investment environment – factors, aspects and opportunities to attract and encourage international investment in Bulgaria. Market analysis, forecasts and business plan prior to the investment process (macro and micro-location, borders, search, SWOT-analysis ...). The investment process - nature, structure and content. The investment climate in Bulgaria. Legal requirements accompanying the investment process. Public-private partnerships - nature, characteristic forms. Funding sources. Investment funds - nature and types. Forms of legal, organizational structuring of investment funds in Bulgaria. Relations between

**Hours per week:** 31 +0s

**Type of exam:** written

**Hours per week:** 31 +0s

**Type of exam:** written

the participants in the investment process - investors, experts, creditor banks, real estate market and others. Investment design - types of projects and requirements. Classifications. Application form. Scope of investment projects and types depending on the purpose, size and location of objects designed and requirements to design solutions. Stages in the investment design. Organization design and implementation of investment project. Selecting the team. Determining baseline characteristics of the investment project - choice of technology, production capacity, production program, options and more. Investors - nature and types. Structuring phases and time course of the investment project. Technical project. Feasibility study and analysis capabilities. Detailed design - scope and content of the individual parts. Permits, contracts, licenses, insurance. Coordination and approval of the investment project (assessment of compliance of EI opinions, water, fire, etc.). Permits for use - built drawings, acceptance and commissioning. Investment in infrastructure projects - megaprojects. Evaluation of projects of environmental, strategic and social terms. Management and control of the investment process. Improving the investment design - recommendations.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL TRADE INSTITUTIONS

**ECTS credits:** 4

**Form of assessment:** on-going control and exam

**Semester:** 7

**Methodological guidance:**

**Department:** Economics

**Faculty of Economics**

**Annotation:**

Lectures on the subject "International trade institutions" was developed in accordance with the overall objectives of the Bachelor's program in "International Business". Structurally covers both basic common problems of the content and purpose of international trade institutions and specific problems of their role in international economic relations, their interaction with developing countries and the global capital turnover. The material is selected in accordance with the prescribed workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. Developed rich text material, case studies and practical exercises aim to strengthen received as part of the course knowledge to develop and seek their actual application in practice.

**Course content:**

Theories of international trade. Efficiency and role of foreign trade. Regulation and regulation of foreign economic activity. Bodies and institutions of world (global) level. UNCTAD. GATT. Bodies and institutions of world (global) level IMF. IBRD. Authorities and institutions at regional (European) level. BSEC. OECD. Authorities and regional (European) level ECE EFTA. World Trade Organization. Bodies and institutions of regulation and the regulation of foreign economic activity at the national level. Foreign trade in Bulgaria - trends and issues. European Union (EU) as a world economic power. Common policies. Structure of EU trade. Single internal market. Organizations and companies engaged in foreign trade and international business. Regulation of foreign investment. Free economic zones. Participation and role in world commodity exchanges in international trade.

**Teaching and assessment:**

Training on the course takes the form of lectures. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and competence in carrying out the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL ADVERTISEMENT

**ECTS credits:** 4

**Form of assessment:** on-going control and exam

**Semester:** 8

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

**Hours per week:** 21 +1s

**Type of exam:** written



The course aims to provide students with basic knowledge in the management of marketing communications of the modern company, focusing on advertising in an international environment. The course in logical sequence and commitment presents students: The peculiarities of advertising as an element of communication marketing mix and its role in the success of export-oriented companies; Types of advertising; The process of developing an advertising plan; The process of creating an advertising message; Peculiarities of media planning; The development of the advertising budget. Along with lectures, the course includes discussion of audiovisual material, discuss case studies and the preparation and presentation of independent work (brief advertising) that give practical course. Goals and objectives of the course is to provide students with basic knowledge and practical skills in the management of marketing communications of the modern company, focusing on advertising in an international environment.

**Contents of the course:**

The advertisement as an element of the marketing communications. Sense and features of the advertisement. Advertisement institutions. Working out an advertisement plan. Advertisement channels, bearers and means – comparative analyses and evaluation. Process of creating an advertisement message. Media planning. Working out of an advertisement budget.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## **GEOECONOMY AND REGIONAL DEVELOPMENT**

**ECTS credits: 3**

**Form of assessment:** on-going control and exam

**Semester: 8**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide the students with basic knowledge of economic geography in its present condition and trends. The material is aimed at this within the number of hours to present the main theoretical views on the territorial development of the productive forces. Within the course provides basic factors for territorial development of the productive forces, backed by studying and developing case studies and tasks in the territorial distribution of the planet's resources and key statistics about them. The course is aimed at training specialists with higher economic education, focused in the field of international economic relations / IER / and specializing in international business companies and organizations in international production and trade specialization and international industrial, technological and trade cooperation in consulting activities in the aforementioned areas of Relationships in view of the practical use of this knowledge to solutions for spatial location of industries and activities in the global economy.

**Contents of the course:**

Development of the studies for the territorial developments of the productive powers. Factors influencing on territorial developments of the productive powers. The human resources in the world. Natural resources in the world. Development and branch and territorial structure in the world. Foreign economic relations. The integration processes as a factor for changing the structure and the territorial situation of the productive powers in the world. Perspectives for developments of the European economic space in the 21<sup>st</sup> century. Challenge of globalization in front of the world separation of the economic resources in 20<sup>th</sup> century. Perspectives and challenge of the territorial developments of the productive powers in 21<sup>st</sup> century.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## **INTERNATIONAL FINANCIAL MARKETS**

**ECTS credits: 3**

**Form of assessment:** on-going control and exam

**Semester: 8**

**Hours per week: 21 +0s**

**Type of exam:** written

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to introduce students to the theory of capital markets, as well as the most important institutional fundamentals of stock trading and other financial transactions. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between the theoretical and empirical material gives priority to the relationship between economic theory and the actual market behavior of investors, issuers and other market agents. To this end, consider some topics not included in the curricula securities and financial markets of other economic subjects. Discipline specifies a number of theoretical issues related to micro and macroeconomics, while giving practical knowledge necessary for success in a competitive market environment. The aim of the course is to equip students with the necessary theoretical knowledge for correct interpretation of economic behavior of investors, issuers, speculators, brokers and financial supervisory authorities.

**Course content:**

Financial system. Financial markets and financial intermediaries. Theory of financial markets - TTSKA. Theory of financial markets - Arbitration theory. Theory of financial pазari- theory of complete markets. Theory of financial markets - derivative markets. Theory of financial information pазari- efficiency. Theory of financial markets - empirical aspects. Cash and stock markets reflect macroeconomic policy. Theoretical approaches in the field of monetary credit and fiscal policies and their impact on financial markets. Currency markets and capital movements. Theory of optimum currency areas, a single EU financial market, the euro area. Financial oversight and self-regulation. Bulgarian financial market and the BSE. Application of theories related to the capital markets to Bulgarian financial market.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## BUSINESS ENGLISH – PART II

**ECTS credits:** 2

**Form of the assessment of knowledge:** on-going control and exam

**Term:** 8

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Training in Commercial correspondence in English fourth part is over and builds on knowledge obtained in the previous three modules (Commercial koresondentsiya in English first, second and third part), but the emphasis here is placed as on various commercial letters and documents and on oral business communication. Much attention is paid to improving students' ability to produce texts and acquisition of communication skills in a business environment. Make a comparison between the written and oral business communication. Enter specific vocabulary and characteristics of official-business style. Goals at the end of the course students are aware of the vast majority of communicative situations that their future work could offer them. For this purpose, widely used simulations of real business relationships and communication.

**Contents of the course:**

Complaint. Letter of apology. INCOTERMS Customs documents. Advertisement in media. Visuals in written communication. Internal business communications Specifics of spoken business communication Presentations Job interview. Leading a meeting. Participating in a meeting. Formal or informal – appropriate language in business situations. On the telephone. Cultural differences and business communication.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## CONUCTURE OF THE INTERNATIONAL MARKETS

**ECTS credits:** 4

**Hours per week:** 31 +0s

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 8

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The subject "Conuncture of the international markets" aims to represent the students general knowledge in the fields of: i) the sense and the peculiarities of the conuncture as a reflection of the development of the international markets of goods and serves, considered as economic systems and mainly of the changes in them as a result of the activity of some political, economical and nature factors; ii) the specifics of the planning, organization, the conducting of conuncture researches and iii) preparation of forecastings for the development of the conuncture of the international markets according to the respective conuncture factors- price and non-price determinants of international and national level. The course is aimed at training students who wish to implement in the field of International Economic Relations (IER), and in particular in companies engaged in international trade of goods and services; in consulting and marketing organizations involved in monitoring, research and prediction markets at national, regional and international levels; European and international institutions charged with monitoring key sectors and processes in the European Union economy and the world economy as a whole.

**Course content:**

Features and factors behind the situation on international markets. Place and role of cyclical studies in International Economic Relations (IER). Features cyclical studies in International Economic Relations. Cyclical forecasts as a tool of production management in International Economic Relations. Global and regional commodity exchanges - a reflection of the situation in International Economic Relations. Requirements methodology for carrying out ad hoc analyzes and forecasts. Indicators characterizing the situation. Long-term, short-term operational and market-price survey. Determining the type and the markets and their volume in terms of supply and demand. Methods for conjunctural analysis and forecasting. Statistical methods. Methods for conjunctural analysis and forecasting, Matrix methods. Methods for conjunctural analysis and forecasting. Methods script. Methods for conjunctural analysis and forecasting. Expert methods. System information conjuncture survey. Primary and secondary sources of information about the conjunctural situation on international markets. Planning and organization of work in conducting ad hoc studies. Leading international organizations carrying out ad hoc studies: WTO, UNCTAD, UNWTO and others. Leading international private companies and non-profit organizations specialized in conducting ad hoc studies.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## FINANCIAL CONTROL IN THE EU

**ECTS credits:** 4

**Hours per week:** 3l +0s

**Form of assessment:** continuous control and exam

**Type of exam:** written

**Semester:** 8

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide the students with basic knowledge of financial controls applied by EU law to control on the European public finances and protect the financial interests of the the EU. The material is aimed at this within the number of hours to present the main forms and bodies of financial control and overall financial control system applied in the European Union. The discipline is essential in the training of specialists with higher economic education, directed to specialization in the field of the public and corporate finance and corporate financial management, the public administration and the international economic relations.

**Contents of the course:**

European public finances. EU budget - revenue. EU budget - expenditure. European funds and programs. System and functions of the financial control in the EU. Bodies of Financial Control in the EU. European Court of Auditors. Office OLAF. Other financial supervisory bodies in the EU. Financial control over EU revenue. Financial control over EU spending work. Financial control by the EU Structural Funds. Financial control Agricultural Guidance and Guarantee agriculture. Financial control projects funds and programs. Interaction and coordination between the European and the national authorities on financial control.

### **Teaching and assessment**

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the out-going control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

## **CORPORATIVE INSURANCE**

**ECTS credits:** 4

**Form of assessment:** continuous control and exam

**Semester:** 8

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The curriculum "corporate security" is designed for students majoring in International Business. It has the task to give basic knowledge in the field of corporate security, which will enable them to apply the most effective methods, forms and tools for creating, developing and strengthening business security company. Before the course the task set is to reveal the evolution of the risks and dangers and naturally to go towards creating an active integrated corporate security business. This is a fundamentally new system of corporate security that will not only protect, defend, serve and provide security organization through specialized units and will directly participate in the court of the value and competitiveness of the product, mainly through analysis and synthesis of information by forecasting and direct participation in management decisions. Reveal also sources of threats that are identified in the environment and feasibility as a certain risk. The process of obtaining information about sources of threat creates the preconditions to reveal and methodology, methods and approaches for obtaining advance information about corporate security. The aim of the course is to understand the importance of corporate security.

**Course content:**

Introduction to the subject "Security" - nature and importance. Types of security. Regional, national, continental, global, corporate, personal, etc. Objects and subjects of security. Qualitative state of functional information systems in private, municipal and state companies. Regional security and combating disasters, accidents and catastrophes. Role and importance of the police to ensure territorial security sigurnost. Kibernetichna - nature and importance for the company. Protection of communications. Problems, approaches, concepts of corporate security. The company as a complex set of individuals. Degrees of loyalty of individual members in the company. Security systems in firmata- general characteristics. System components for enterprise security. Means to implement corporate security firm sigurnost. Vidove an exterior, interior. Development of an integrated database for proactive enterprise security. Creating a basic model system for active corporate security. Information system for active corporate security. Types of threats to the activities and business of the company. System for documenting relationships between the company and its employees. Man weakest link in the security company's theory and practice of developed economies in the country. The role of personality in the protection of corporate security. Studies and assays. Evaluation of the security system.

**Teaching and Assessment:**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and competence in carrying out the current control, of serious importance are the results achieved by the set assignments and tests.

## **FOREIGN ECONOMIC RELATIONS OF THE REPUBLIC OF BULGARIA**

**ECTS credits:** 4

**Form of assessment:** continuous control and exam

**Semester:** 8

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to introduce students to the concept of foreign trade. To reveal traditional trading partners in foreign trade over the years. To show the positioning of the Republic of Bulgaria in the contemporary world trade and legal framework within which it is positioned. The expected results of the course are students to be able to orient the development of foreign trade relations of Bulgaria. be able to position the place of Bulgaria in modern global trade. Be familiar with national and international regulations governing the country in its external

**Hours per week:** 31 +0s

**Type of exam:** written

**Hours per week:** 31 +0s

**Type of exam:** written

relations. Be able to do analyzes for the possible future direction of vanshtnotargovskite relations of the Republic of Bulgaria.

**Course content:**

Theory of foreign trade. Historical Development of the Bulgarian foreign trade. Bulgarian Trade during Ottoman rule. Bulgarian trade to the liberation wars for national unification. The Bulgarian foreign trade between the two world wars. Structure of foreign trade relations in the bipolar world. Bulgarian Foreign Trade under socialism. Bulgarian Foreign Trade after the democratic changes to the country's accession to the European Union. Legal regulation of the Bulgarian foreign trade in the late twentieth and the beginning of the XXI century. World Trade Organization. Trade of the Republic of Bulgaria as part of the European Union.

**Teaching and Assessment:**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and competence in carrying out the current control, of serious importance are the results achieved by the set assignments and tests.