



**SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"**  
**FACULTY OF ECONOMICS**

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## **Department of Economics**

# **ECTS Information package**

## **Introduction**

### **Professional field: 3.8. Economics**

The professional field 3.8 Economics includes the following majors: Finance, Accounting and Control, Marketing and Economics of the Public Sphere. The admission of students for the majors in the professional field is carried out by the terms and conditions set by the Councils of the major units in the Faculty. In the first and second year of study, the students from this professional field study the fundamental disciplines that pertain to the particular majors.

## **Major: Economics of the Public Sphere**

### **Educational and qualification degree: Bachelor**

#### **Requirements to the professional qualities and competence of the graduates:**

Through the study of a complex set of subjects, a specialist with quality theoretical and practice-related knowledge and skills will be prepared, such who will be able to fulfill one's professional obligations.

Through the acquisition of this professional qualification, the graduates can manage, prepare expert opinions and be consulted in all departments of the social sphere /education, culture, health, sports, physical education, social activities/, as well as in management institutions in these areas.

#### **The graduates of this bachelor degree program shall be able to work as:**

263 Social Sciences Specialists; 2631 Economists; 26315030 Chief Treasurer; 26316001 Economic Adviser; 26316002 Economic Analyst; 26316003 Specialist, Econometrics; 26316008 Economist, Income and standard of living; 26316009 Economist, Econometrics; 26316012 Economist, Organization and management; 26316014 Economist, Labor Organization; 26316015 Economist, Agriculture; 26316016 Economist, Social care and support; 26316017 Economist, Social insurance; 26316018 Economist, Social Security; 26316019 Economist, Transportation; 26316020 Economist, Labor; 26316021 Economist,

Tourism; 26316022 Economist, Trade; 26316023 Economist, Personnel management; 26316024 Economist, Finance; 26316025 Economist, Prices; 26316026 Economist, Planner; 26316027 Economist, Cost-price calculator; 26316028 Economist, Procurement; 26316029 Economist; 26317004 Chief Economist; 1219 Managers in business services and administrative activities; 1213 Managers in policy and strategic planning; 12137043 Manager, Department of Economic Analysis and Forecasting; 12137043 Manager, Strategic Planning; 12137043 Manager affiliate territorial division of NII; 332 Brokers, trading and sales; 333 Business services brokers; 1342 Managers in Healthcare; 1344 Managers of social services; 1345 Managers in education; 1349 Managers in the field of professional services; 143 Managers of other services; 1431 Managers, Sports centers, recreation centers and cultural centers; 1439 Managers of other services; 2310 University lecturers;

**Requirements to the training, received by the future specialists who graduate the bachelor degree program:**

The specialist with educational degree 'Bachelor' in 'Economics of the Public Sphere' is characterized with high level of organizational, social and economics culture. He obtains broad social and managerial knowledge and skills.

The specialist in 'Economics of the Public Sphere' possesses general skills in the following areas:

- Foundations of microeconomics and macroeconomics, accounting and control, finance, statistics, marketing and advertisement, investment policy, general theory of management, human-resources management, current information techniques and technologies, mathematics;

- Economics of socio-cultural activities, culturology, social policy and social insurance;

- European economic co-operation, financial management, risk management, exchange markets and operations;

- They acquire the ability to integrate their knowledge in order to analyze, assess and offer solutions for the development of a certain branch of the socio-cultural structure or management structure in the area of education, culture and healthcare, in contemporary economic and social aspect.

The qualification characteristics of the 'Economics of the Public Sphere' Major for the educational and qualification degree 'Bachelor' with a professional qualification 'Economist' is an essential document which determines the curriculum and syllabus design and development. It is consistent with the Higher Education Act of the Republic of Bulgaria, with the Ordinance on the State Requirements for Awarding Educational and Qualification Degrees of Master, Bachelor and Specialist, and with the Internal Regulations of the South-West University 'Neofit Rilski'.

## STRUCTURE OF CURRICULUM

FIELD OF HIGHER EDUCATION: 3. SOCIAL, ECONOMIC AND LAW SCIENCES

PROFESSIONAL FIELD: 3.8. ECONOMICS

MAJOR: ECONOMICS OF THE PUBLIC SPHERE

EDUCATIONAL AND QUALIFICATION DEGREE: BACHELOR

FORM OF EDUCATION: REGULAR

<b>First year</b>			
<b>First semester</b>	ECTS credits	<b>Second semester</b>	ECTS credits
1. Microeconomics 2. Mathematics - Part I 3. Fundamentals of Law 4. Information Systems and Technologies 5. Elective course - Group I 6. Sport	8.0 5.0 6.0 6.0 5.0 0.0	1. Macroeconomics 2. Mathematics - Part II 3. Economic theories 4. Elective course - Group II 5. Elective course - Group III 6. Sport	8.0 5.0 6.0 6.0 5.0 0.0
<b>Elective courses (students choose one course of the group)</b>		<b>Elective courses (students choose one course of the group)</b>	
<b>Elective courses - Group I:</b> 1. English - Part I 2. German - Part I 3. French - Part I 4. Italian - Part I 5. Spanish - Part I 6. Written and Spoken Culture	5.0 5.0 5.0 5.0 5.0 5.0	<b>Elective courses - Group II:</b> 1. Economic history 2. Business communications <b>Elective courses - Group III:</b> 1. English - Part II 2. German - Part II 3. French - Part II 4. Italian - Part II 5. Spanish - Part II	6.0 6.0 5.0 5.0 5.0 5.0
	Total: 30		Total: 30
<b>Second year</b>			
<b>First semester</b>	ECTS credits	<b>Second semester</b>	ECTS credits
1. Marketing 2. Fundamentals of Management 3. Statistics 4. Elective course - Group IV 5. Elective course – Group V	8.0 6.0 6.0 5.0 5.0	1. Accounting 2. Public Finance 3. Elective course – Group VI 4. Elective course – Group VII 5. Elective course – Group VIII	9.0 8.0 5.0 5.0 3.0
<b>Elective courses (students choose one course of the group)</b>		<b>Elective courses (students choose one course of the group)</b>	
<b>Elective courses - Group IV:</b> 1. Planning and Forecasting 2. Management of Human Resources <b>Elective courses - Group IV:</b> 1. European Economic Cooperation 2. Comparative Economic Systems	5.0 5.0 5.0 5.0	<b>Elective courses - Group VI:</b> 1. International Law 2. Commercial Law <b>Elective courses - Group VII:</b> 1. Methodology of Economic Research 2. Regional Economy <b>Elective courses - Group VIII:</b> 1. World Economics 2. Intellectual Property	5.0 5.0 5.0 5.0 3.0 3.0
	Total: 30		Total: 30
<b>Third year</b>			
<b>First semester</b>	ECTS credits	<b>Second semester</b>	ECTS credits
1. Economics of Public Goods 2. Economics of Science and Education 3. Organizational Behavior 4. Elective course - Group IX 5. Elective course - Group X	8.0 6.0 6.0 5.0 5.0	1. Economics of Healthcare 2. Sustainable Development of Social Systems 3. Fundamentals of Entrepreneurship 4. Elective course - Group XI 5. Elective course - Group XII	6.0 8.0 5.0 5.0 6.0
<b>Elective courses (students choose one course of the group)</b>		<b>Elective courses (students choose one course of the group)</b>	

<b><u>Elective courses - Group IX:</u></b> 1. Investments and Investment Policy 2. Budgetary Accounting	5.0 5.0	<b><u>Elective courses - Group XI:</u></b> 1. Conflict of Interest 2. Small Business Management in the Public Sphere	5.0 5.0
<b><u>Elective courses - Group X:</u></b> 1. Labor Economics 2. Economic Analysis in the Public Sphere	5.0 5.0	<b><u>Elective courses - Group XII:</u></b> 1. Social Functions of the Public Sector 2. Business Ethics	6.0 6.0
	Total: 30		Total: 30
<b>Fourth year</b>			
<b>First semester</b>	<b>ECTS credits</b>	<b>Second semester</b>	<b>ECTS credits</b>
1. Economics of Physical Education and Sports 2. Social Policy 3. Elective course - Group XIII 4. Elective course - Group XIV 5. Elective course – Group XV 6. Pre-graduation internship and defense of an internship report	6.0 6.0 5.0 5.0 5.0 3.0	1. Economics of Culture 2. Logistic Systems in the Public Sphere 3. Organization and Management of NGOs 4. Project Management in the Public Sphere  State Exam or Thesis Defense	5.0 5.0 5.0 5.0  10.0
<b>Elective courses (students choose one course of the group)</b>			
<b><u>Elective courses - Group XIII:</u></b> 1. Management of Public Events 2. Social Entrepreneurship	5.0 5.0		
<b><u>Elective courses - Group XIV:</u></b> 1. Marketing of Services 2. Risk Management and Insurance	5.0 5.0		
<b><u>Elective courses - Group XV:</u></b> 1. Strategic management in the public sphere 2. Social development of the regions	5.0 5.0		
	Total: 30		Total: 30

**TOTAL FOR 4 YEARS OF EDUCATION: 240 credits**

**DESCRIPTION OF SUBJECTS**  
**Major: Economics of the Public Sphere**  
**EQD: Bachelor**

**MICROECONOMICS**

**ECTS credits:** 8

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

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 has both direct and indirect connection with the major issues of supply and demand, the "strong" and "weak" impulses of the market, the issues of "balance", of efficiency and profitability, of implementation of specific planning, considering mandatory conditions, which ensure the economic development of the entities in the long term, etc.

**Course contents:**

Introduction to microeconomics theory. Subject of microeconomics. The role and place of the market - market mechanism. Structural scheme of the market economy – agents, flows, internal relationships and interdependencies. Property relations and others. Structuring market environment - businesses and sites. Concept of goods in economy. Theory of scarcity of goods - types of goods. Substantiation of 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 market agents. Capital formation in the economic system. Financial indicators of economic efficiency. Economic policy - nature and objectives of economic policy - macro and micro level. Structuring the market - inherited structures, spontaneous and purposeful structure. Parameterization of the market. Concept of planning in market economy conditions.

**Teaching and assessment:**

Training takes the form of lectures and seminars. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme a discourse with them is implemented to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material.

**MATHEMATICS - PART I**

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Course deals with fundamental sections of mathematics - linear algebra, analytic geometry, differential calculus. The course aims to expose basic mathematical concepts, necessary for professional realization of graduates, in particular for constructing and analyzing mathematical models of economic processes and phenomena. The knowledge is theoretical with practical application - modeling of economic processes.

**Course contents:**

Matrices. Determinants. Inverse matrix. Vectors. Systems of linear equations. Equations of the line in the plane. Equations of curves and surfaces. Functions of one variable. Borders. Continuity. Derivative and differential. Applications of derivatives in the economy. Properties of differentiable functions. Exploring functions. Functions of two or more variables.

**Teaching and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

**Hours per week:** 31 +2s

**Type of exam:** written

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

**Type of exam:** written

## FUNDAMENTALS OF LAW

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**Methodological guidance:**

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 contents:**

Basics of law and common law theory. Origin and essence of law. Systematization of positive law. Public and private law. General characteristics of the sources of law. Classification. Legal norms - definition and types. Rules of law. 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. Professional competence and capacity. Legal features in civil-legal status of individuals. Corporate clients - concept and types. Civil legal status of legal persons. Property relations. Interaction with the State Property Act and the Municipal Property Act. Labor contracts - concept and types, competitions and rules. Salary and wage system. Labor discipline and disciplinary responsibility. Ending employment. Classification.

**Teaching and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. Seminars on the subject follow the taught material, the goal is to impart practical, with a view to acquiring skills in students to apply acquired knowledge, using them in a conditional set of situations that meet specific conditions. During some of the exercises the students are assigned with tasks, which require preparation of written works, which are the subject of discussion in subsequent seminars. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## INFORMATION SYSTEMS AND TECHNOLOGIES

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Educational content is oriented at studying the specific characteristics of the most commonly used systems and their typical areas of application in the economy. The curriculum aims to clarify the methodology of working with information systems, some peculiarities in their lifetime and practical applications to solve specific problems. As part of the course are considered concrete examples from real business enterprises and companies and are offered ways to solve problems and cases of processing economic information.

**Course contents:**

Basic concepts, tasks, definitions and classifications of business information systems. Information system. Data and information. Types of data processing. Decomposition of the system to major element - "black box". IT systems. Design - approaches: by-product approach zero, a key variable, full study and a critical success factor, formal and informal information. Networks and distributed systems. Local and global networks. Block diagrams of data flows. Data dictionaries. Tables for decision making. Analysis and modeling of the data. Modeling "sites connections". Types of connections - 1: n, m: n, 1: 1, check connections. Operating Systems. Species. Financial ratios of the company. Analysis of ownership, capital and ownership structure. Introduction to mathematical statistics. Key factors. Business models with spreadsheets. Models of financial mathematics and securities transactions. Market analysis, planning quantities, pricing, warehousing, gains and losses balance. Investment decisions. Financial analysis for selecting the option between projects. Financial plan of the project. Software packages for financial calculations and forecasting - Matlab, Octave. Basic commands in Octave. Remote access. Scheme for calculating economic indicators using tables for decision-making.

**Teaching and assessment**

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

**Type of exam:** written

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

**Type of exam:** written

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

### ENGLISH – PART I

**ECTS credits:** 5

**Form of assessment:** ongoing assessment 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. Shopping habits. Leisure activities. Leisure activities. Nature and environment. Nature and environment. Transport and travel 1. Transport and travel. Somewhere to live. Somewhere to live. Science and technology. Science and technology.

**Teaching and assessment:**

Training of students includes their active participation in seminars, as well as ongoing training, ongoing presentations, written projects, monitoring and control.

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

**Type of exam:** written

### GERMAN – PART I

**ECTS credits:** 5

**Form of assessment:** ongoing 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:**

The course begins with an introductory level mastery of basic grammar rules for reading and writing in German. The structure of the simple sentence, asking questions with interrogative and inversion, personal pronominal forms. The training uses the system for practical German "THEMEN NEU AKTUELL 1" in the back is a Bulgarian- German training course gradually passing German. Schematic representation of the simple German sentence and its comparison with the Bulgarian correspondent is applied to avoid the interference of the native language and its analytical forms maturity relations. Each language skill is presented as a component of the exam - written and oral, in the form of asking and answering questions on the topic discussed in the seminars.

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

**Type of exam:** written

### FRENCH – PART I

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Students begin to study the first level as beginners. The training in 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:**

The course combines traditional and new methods of teaching a foreign language. During the seminars exercises are especially made to develop dialogues and conversations; short lectures on specific topics, descriptions of pictures, stories, retelling. Habits and writing skills are built through dictations, told and retold in writing. Listening and explanatory reading are of great importance. Pronunciation habits are developed through listening to original recordings and special exercises with typical phonetic difficulties. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment at the first seminar session.

## ITALIAN – PART I

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course of Italian language - Part I is designed for students without any knowledge of the Italian language. It presents the basic grammatical unit of the Italian language; the appropriately selected training exercises adequately explain the features of spoken language by stimulating communicative competence and gradually break the barrier of speech. Seminars follow the system Progreto, which contains a textbook, workbook with exercises and audio CD with dialogues and texts for understanding and developing basic communication skills.

**Course contents:**

Possessive pronouns, Features in coordinating quello, Features in coordinating bello; Use of verbs and volerci metterci; Past imperfect (L'Imperfetto); pluperfect (Il Trapassato Prossimo); Personal pronouns direct object (I Pronomi Personali Oggetto Diretto) Personal pronouns (I Pronomi Personali; Indirect addition Oggetto Indiretto); Reflexive and reciprocal pronouns (I Pronomi Riflessivi e Reciproci); impersonal form of the verb impersonal expressions (La Forma Impersonale del Verbo); imperative (Il Modo Imperativo); conditional (Il Condizionale Semplice e Composto); conditional tense (Il Condizionale Semplice e Composto); Future in the past (Il Condizionale Composto); Preparation for semester exam.

**Teaching and assessment:**

Seminars on the subject follow the predefined thematic schedule of basic grammatical principles of the language and building the lexical stock. Resource providing seminars are based on specially selected books for work, the provision of authentic texts and listening texts from audio cassettes and CDs. The course ends with an exam. Priority in training is given to practical and independent work of students. The current control checks written and spoken skills, and students' work with grammatical Italian text.

## SPANISH - PART I

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

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

**Type of exam:** written

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

**Type of exam:** written

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

**Type of exam:** written



**Semester: 1****Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course of Spanish Part I is designed for students without any knowledge of Spanish. It presents the basic grammatical unit of the Spanish language; the appropriately selected training exercises adequately explain the features of spoken language by stimulating communicative competence and gradually break the barrier of speech. Seminars follow the system NUEVO VEN 1, which contains a textbook, workbook with exercises and audio CD with dialogues and texts for understanding and developing basic communication skills.

**Course contents:**

¡Hola! Saludos identificación personal deletrear Max. /fe. De los sus. Y aj; presente de and. Presentación de los países de Hispanoamérica; Presentaciones. Tu/Usted; dar las gracias; saludo formal. Adj.pos; demostrativos Numerales 0-9; Ciudades y Comunidades Autónomas de España; Alquilar un piso. Ubicación, descripción, preguntar por la cantidad Art.determinados;mas numeros; forma negat; Tipos de viviendas. Barrios españoles e hispanoamericanos; Por la ciudad. Contactar con alguien; preguntar por la dirección. Art.indeterminados; hay; Moverse por la ciudad: Madrid; Comer en el restaurante. Pedir comida; preguntar el importe; deseos; Imperativo formal/ informal; gustar; querer; poder; Hábitos alimenticios; Háblame de ti. Describir a una persona; hábitos; la edad; V. reflexivos; adj.pos; Celebración de una boda; De compras. Colores y materiales; el precio; pedir permiso; Sg/pl de los adjetivos; pronombres pers.; Celebración de una boda; De compras. Colores y materiales; el precio; pedir permiso; Sg/pl de los adjetivos; pronombres pers.; Lugares para comprar. Mercados y mercadillos; Invitaciones. Invitar, aceptar, rechazar; citarse; expresar la obligación; Tener que+nfinitivo; Estar + gerundio; Fiestas tradicionales en España e Hispanoamérica.

**Teaching and assessment:**

Seminars on the subject follow the predefined thematic schedule of basic grammatical principles of the language and building the lexical stock. Resource providing seminars are based on specially selected books for work, the provision of authentic texts and listening texts from audio cassettes and CDs. The course ends with an exam. Priority in training is given to practical and independent work of students. The current control checks written and spoken skills, and students' work with grammatical Spanish text.

**WRITTEN AND SPOKEN CULTURE****ECTS credits:** 5**Hours per week:** 01 +3s**Form of assessment:** ongoing assessment and exam**Type of exam:** written**Semester: 1****Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

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

**Course contents:**

Rules for forming columns. Rules for writing text below the title. Rules for writing texts to non-linguistic illustrations. Rules for use of capital letters. Rules for merged, hyphenated and separate writing in nouns, adjectives, numerals, adverbs, complex prepositions. Rules for use of the comma in simple and complex sentences. Rules for use of quotation marks and full stop. Rules for the use of variable Я. Rules for the metathesis of combinations -ър/-ръ- и -ъл/-ль- Rules for writing full and short definite article. Rules for the formation of the numeral form with nouns referring to persons and with nouns referring to non-persons. Syntax coordination. Rules for pronunciation of verb endings, definite articles and prepositions.

**Teaching and assessment:**

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

**MACROECONOMICS****ECTS credits:** 8**Hours per week:** 31 +2s**Form of assessment:** ongoing assessment and exam**Type of exam:** written**Semester: 2****Methodological guidance:**

Department of Economics  
Faculty of Economics

**Annotation:**

The course structurally covers both basic common problems of macroeconomic theory and specific problems of measures of macroeconomic activity, aggregate supply and demand, 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. The emphasis is 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 addressed 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 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. Measuring macroeconomic activity. Gross national product. Alternative methods of measurement. Circulation of income and expenses. Economic well-being. Nominal and real gross national product. Opportunities 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. 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 of Heckscher-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 macroeconomic policy.

**Teaching and assessment**

Training takes the form of lectures and seminars. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme a discourse with them is implemented to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## MATHEMATICS – PART II

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Economics  
Faculty of Economics

**Annotation:**

In the second part of the course in mathematics are embodied the following sections: integral calculus and mathematical optimization. Based on material from the first part, the course expands the applications of basic

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

**Type of exam:** written

mathematical methods in economics. A model of cross-sectorial balance, optimization models of different production situations are considered; situations, requiring scientific decision-making through cost-benefit analysis using the dual assessments are analyzed. The aim of the course is for the students to continue learning the basic mathematical concepts and methods, needed to study and model economic phenomena. And for them to be able to use relevant mathematical apparatus for solving both educational examples and specific tasks, derived from economic practice.

**Course contents:**

Least squares. Indefinite integral. Definite integral. Subject and tasks of mathematical optimization. General Linear Programming Problem. Duality of linear programming. Integer optimization. Parametric linearly. Transport task of linear programming.

**Training and assessment:**

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

## ECONOMIC THEORIES

**ECTS credits:** 6

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course has been developed according to the state requirements for preparing students from economic majors. The course allows for sufficient information to be received, regarding the reasons, which have caused the appearance, development and the withering away of different economic ideas, for their nature. The main tasks to be achieved by teaching this subject are as follows: increase of economic knowledge; getting acquainted with economic knowledge, having played a leading role in the theory of economics in different periods of human history; getting acquainted with the methodological bases of the contemporary economic theory.

**Course contents:**

Economic ideas in prior-to-capitalist formations; Mercantilism; 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 Keynes; Neoliberalism; Econometrics; Theoreticians of the economic dynamics; Monetarism.

**Teaching and assessment**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme a discourse with them is implemented to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. Seminars on the subject follow the taught material. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## ECONOMIC HISTORY

**ECTS credits:** 6

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course in Economic History is part of 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 business relations.

**Course contents:**

Subject and periods of the Economic History; Economic systems in the Antiquity; The Greco-Roman economy in the Antiquity; The economic systems in the Middle ages; The general transformation in Western Europe-character and parameters; The industrial revolution and the industrialization of West Europe and North America; Industrialization of Eastern Europe, the Russian empire and Japan; Establishing modern market relations in Bulgarian territories during the Revival; Bulgarian Economy from the Liberation until the beginning of the Wars (1878-1912); Concentration of production and capitals at the end of XIX and the first decades of the XX century; Reasons for Concentration; Establishing monopolies; 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; Bulgarian Economy after the Second World War. Imposing the totalitarian model.

**Teaching and assessment**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme a discourse with them is implemented to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. Seminars on the subject follow the taught material. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## BUSINESS COMMUNICATIONS

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide the students with basic knowledge of the information environment of the company and communication flows within and beyond. The didactic approach that is examining the issue in its 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 the general theoretical and applied material be given explicit priority to the practical side of the topics. The rich text material, case studies and practical tasks reinforce theoretical knowledge and seek their actual application in practice.

**Contents of the course:**

Concept of business information and its importance for the operation and management of business organization; Information components of communication flows and channel aspects of the relationship between economic organization and economic environment. Criteria for the complexity and completeness of information and communication flows. Trends in organization communication processes. Businesses and their communication policies. Communication Strategies - Economic essence and basic elements. Practical aspects of business communication - communication marketing mix. Advertising and public relations as the core of the communication policy. Document the company's environmental business environment. Internal company information and communication flows.

**Teaching and assessment**

The lectures are richly illustrated with tabular and graphical material, presented through multimedia. Given the specificity of the training course and for the achievement of the goals, objectives and expected results, the following forms of independent work are implemented: case defense at the end of practice sessions; homework; papers, which are being written by teams of 2-3 students; tests to check the knowledge and skills acquired during lectures and exercises. The tests are performed both on paper and electronically. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and the homework, computer tests and course assignments are assessed.

## ENGLISH – PART II

**ECTS credits:** 5

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**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. Progress test 2.

**Teaching and assessment:**

The training of students includes their active participation in seminars, as well as continuous training, current presentations, papers, monitoring and control. Students are informed about the organization of training, peculiarities of the planned monitoring and system of knowledge-assessment at the first seminars.

## GERMAN – PART II

**ECTS credits:** 5

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**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:**

The course begins with a review of basic grammar rules - case forms, personal pronouns, conjugation of strong and weak verbs. The structure of the simple sentence expanded with the designated time, place, and manner. Students study the pronominal forms, supplementing forms, possessive and interrogative pronouns. The training follows the system for practical German THEMEN NEU AKTUELL 6-10 and it is conducted entirely in German. Work with texts for independent work continues and some of these texts are available for retelling and discussion. Another task is writing your own texts on everyday topics designed to strengthen the students' ability to communicate in German. Right pronunciation is achieved by memorizing more complex sayings, proverbs and tongue twisters. The final grade is formed on the basis of current control of spoken and written skills, grammar and vocabulary test.

## FRENCH – PART II

**ECTS credits:** 5

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**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:**

The course combines traditional and newer approaches to foreign language teaching. Seminars include situational - thematic talks and talks guided by the teacher but performed entirely by students. The training also includes assignments to work independently on topics included in the program. During the seminars the use of comments and explanations in students' native language is minimized. That and listening to the original recordings creates an atmosphere similar to that of natural French environment. Thus students develop the skills to understand the perceived auditory speech. Students are informed about the organization of training, peculiarities of the planned monitoring and system of knowledge-assessment at the first seminars.

## ITALIAN – PART II

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Economics  
Faculty of Economics

**Annotation:**

The course in Italian language Part II is still a practical course in Italian. The course follows the system "Progetto". It focuses on students' use of basic communication skills to understand a little more than the elementary level and to make a long and meaningful speech / oral and written / in accordance with the rules of the Italian language. At the end of the course students should have an active set of words and phrases that underpin lexical "skeleton" of the language course at this level; they should be able to read, listen and understand texts in Italian, most of which in a dialogue form, to express ideas in that language, so that they can be understood, to set up simple written texts with different purposes.

**Course contents:**

Introductory lesson. Present tense verbs in the correct indicative. Irregular verbs stare, dare and verbs ending in -durre; non prepositions (simple prepositions), irregular Verbs andare and venire; verbs of movement and expression of the direction of movement with the simple prepositions, some irregular verbs, prepositions members; numerator names, definite and indefinite article - definition of article and rules of use noun - gender and number; Types of adjectives - in sequence with the noun; Current time regular and irregular verbs in the indicative concept modal ; Prepositions Past tense - formation and use; Correct and incorrect past participle, simple and complex future - forms, usage and stylistic features.

**Teaching and assessment:**

Seminars on the course in Italian language Part II are run according to predefined thematic schedule of basic grammatical principles of the language and building the lexical stock of another 1,000 new words. Resource providing seminars is based on specially selected books for work, the provision of authentic texts and listening texts from audio cassettes and CDs. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment during the first lecture and seminar session.

## SPANISH – PART II

**ECTS credits:** 5

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course in Spanish, Part II continues the practical course in Spanish from the first semester. The course follows two school systems: NUEVO VEN 1. It focuses on students' use of basic communication skills to understand a little higher than the elementary level and to make a long and meaningful speech / oral and written / in accordance with the rules of the Spanish language. At the end of the course students should have an active set of words and phrases that underpin lexical "skeleton" of the language course at this level, they should be able to read, listen and understand the Spanish language, most of which in a dialogue form, to express ideas in that language, so that they can be understood, to set up simple written texts with different purposes. Another major objective is the same as that in the first part – the introduction of significant sections of the grammar to prepare students for free communication in the field of economy, tourism and banking.

**Course contents:**

Preparar una excursión. Expresar intenciones, alternativas; Marcadores de tiempo: Ir a + infinitivo; Lugares y monumentos de interés: Andalucía; Qué has hecho? Hablar de hechos pasados; dar excusas; Preterito perfecto; peterito indefinido; Pintura esp. e hispanoamericana. Cuéntale qué pasó. Describir estados de animos y objetos; Preposiciones: en, a, desde, hasta, entre; pron. negativos nadie/nada; Música hispanoamericana. Viajar en avión. Hacer proyectos y predecir; hablar por telefono; Comparacion. Futuro imperfecto; El tiempo en Hispanoamérica. Antes y ahora. Describir en pasado; expresar la frecuencia; El v. 'quedar'. Preterito imperfecto; Una visita a ciudad de México. Instrucciones. Expesar obligacion, posibilidad, negacion, indiferencia; Pron.pers CI. Las condiciones. Hay que + infinitivo. La lengua española en el mundo. Acontecimientos del pasado. Expresar acciones interrumpidas por otra; Pr.indefinido; Estructuras comparativas; Acontecimientos históricos en España desde 1975.

**Teaching and assessment:**

Seminars are run according to a predefined thematic schedule of basic grammatical principles of the language and building the lexical stock of another 1,000 new words. Resource providing seminars is based on specially selected books for work, the provision of authentic texts and listening texts from audio cassettes and CDs. The final exam is written and oral, in the form of asking and answering questions related to the theme of the seminars.

## MARKETING

**ECTS credits:** 8

**Hours per week:** 31 +2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to meet the needs of students of knowledge of economic methods of management in market economy. In the training process sufficient information will be obtained about methods and approaches on how to properly solve the problems of production and realization of production companies, how to quickly adapt to market needs and changes, why to differentiate according to potential users and others. The course is consistent with the intended workload; it allows to be mastered the nature, role, means and opportunities of marketing.

**Course contents:**

Origin, role and concepts of marketing. Marketing environment. Methodological and information provision and application of marketing research. Marketing programs. Research of markets, needs and consumers. The objective of the first part is for students to acquire knowledge and skills on marketing activities by establishing a clear idea and belief in students that marketing is a powerful tool for achieving company goals. Learning the terminology and basic formulations, characterizing the discipline of marketing. Marketing strategies. Market segmentation and product positioning. Marketing services. The product as a marketing tool. Distribution as a marketing tool. Prices as a marketing tool. Penetration of goods as a marketing tool. Planning and control of marketing activities.

**Teaching and assessment**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme a discourse with them is implemented to achieve

continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. The lectures are richly illustrated with schemes and tables, and necessary for the training examples.

## FUNDAMENTALS OF MANAGEMENT

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Emphasis is placed on the theory and combined with its practical and applied character and the difference between the experience of the world's leading companies and our management practice. The course corresponds most closely with private management sciences such as Personal Management, Production Management, Innovation Management, etc., as well as with the disciplines marketing, macro and microeconomics.

**Course contents:**

The essence of management. Historical review. 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 a manager.

**Teaching and assessment**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme a discourse with them is implemented to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. Seminars on the subject follow the taught material. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## STATISTICS

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodical division:**

Department of Economics

Faculty of Economics

**Annotation:**

In seminars a complex example is displayed. It covers different thematic units decomposed into tasks and subtasks. Special attention is paid to how to obtain statistical characteristics using a PC and PPSP and focus on the interpretation of these features. The course explains the statistical study as an informational process and its responsible role for provision of information for management.

**Course content:**

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

**Technology for training and assessment:**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. The lectures are richly illustrated with schemes and tables, and necessary for the training examples. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills

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

**Type of exam:** written

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

**Type of exam:** written



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

## PLANNING AND FORECASTING

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Students will learn about the fundamentals of planning and forecast process - modern theories, practical approaches and tools for preparation of various promising developments. In the process of training they will get enough information about the conceptual apparatus modern methodological tools of planning and forecasting of macroeconomic and company level. Special attention is paid to the relation "forecast plan" and the specific characteristics of the forecast, program, project and planning activities, and the use of the entire spectrum of methods and procedures. Each theme focuses on problems and prospects in the macroeconomic and corporate development of Bulgaria in the modern context.

**Contents of the course:**

Prognosis in the general theory of knowledge. Approaches and methods for future developments. Forecast and forecast process. Promising developments at the macro level. Programming approach - concepts, programs and projects. Balance method at the macro level. Input-output relationships and tables. Essence, features and products of corporate planning process. Strategic planning process. Complex corporate plan. Control and Controlling.

**Teaching and assessment**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

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

**Type of exam:** written

## MANAGEMENT OF HUMAN RESOURCES

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Students will become familiar with the current theories, practical approaches and tools for managing human resources. In the process of training they will get enough information about the assumptions that underlie human-capital-theory and mechanisms for the full utilization of human resources. The specifics in the methodology and technology for the implementation of various systems, programs and tools will be distinguished. Special attention will be given to motivation and mobility. They will learn about the role of the context and the management team in developing and implementing systems for human resources management. The course complies with the prescribed workload and allows one to learn the nature, role, instruments and possibilities of management of this extraordinary resource of any system.

**Course content:**

Human Resources - Definitions, problem areas and management projections. Labor market. Quality and cost of labor. Occurrence and genesis of the theory and practice of human resource management. Contemporary dimensions and policies. Management entities and structure of human resources - levels, factors and trends. Motivation, motivational strategies and models. Mobility of human resources - factors and management approaches. Company policies, systems and programs for human resources management. Industrial relations and regulations. Human resources needs. Recruitment, selection and introduction of newcomers. System Evaluation and attestation. Labor productivity and payment system. System of safety and health at work.

**Technology for training and assessment:**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another.

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

**Type of exam:** written

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

### EUROPEAN ECONOMIC COOPERATION

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to familiarize the students with the prerequisites, the beginning and development of European integration leading to the establishment of the European Union. The course discusses topics, such as the basic principles of the European Economic Community and the European Union, the stages of integration, the main institutions of the EEC and the EU, the main policies and structures of the European Community.

**Course contents:**

Prerequisites and conditions for European integration first steps of European economic cooperation; Milestones of European Integration, Member States of the EU - the time of entry, problems and successes; Institutions and bodies of the European Union, methods of decision-making in the EU, Economic and Monetary Union - the construction, principles, development, major EU policies, structural and regional policy of the EU as a global player in the world economy; Concepts for the future of the EU.

**Teaching and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. Priority in training is the practical and independent work of students. Assessed are the knowledge, skills and competence 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 +1s

**Type of exam:** written

### COMPARATIVE ECONOMIC SYSTEMS

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course was developed in line with the overall objectives of training in the professional field "Economics" in order to satisfy the needs of the students of knowledge about the different types of economic systems operating in conditions of globalization and market integration. In the training process information on motivation, financial and institutional mechanisms that determine the production potential and international competitiveness of the main types of economies, their main characteristics and evolution of the world economy is provided. Patterns of economies of liberal and conservative, and a centralized command economy are studied. The aim of the course is to equip the students with knowledge and skills in the taught material, while forming a clear picture and skills for dealing with the fundamental macro- and microeconomic principles, acting in the economic system and changing under the influence of national cultural traditions. The familiarization with the system of Anglo-Saxon, Eastern and Western European and Asian types expands the economic horizons of the 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 streams 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. 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**

Training course takes the form of lectures and seminars. The course ends with an exam. Priority in training is the practical and independent work of students. Assessed are the knowledge, skills and competence during seminars

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

**Type of exam:** written

in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## ACCOUNTING

**ECTS credits:** 9

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

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

**Course contents:**

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**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. The lectures are richly illustrated with schemes and tables, and necessary for the training examples. The course ends with an exam. Priority in training is the practical and independent work of students. Students are informed about the organization of training, for the specifics of the planned monitoring and system of assessment at the first lecture and seminars.

## PUBLIC FINANCE

**ECTS credits:** 8

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide students with basic knowledge in the field of financing of different by legal registration companies, the issues of their financial and tax policies, structure and management of the capital and the 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 are rich text material, case studies and practical tasks, which allow students to consolidate their theoretical knowledge and seek its application in practice.

**Course contents:**

Money. Public (fiscal) finances. Money and Finance. Origin, evolution and nature of money. General government budget. State budget. Functional and composite structure of the budget. Budget cycle. Fiscal decentralization. Local government. Main functions of local authorities. Administrative and financial autonomy of municipalities. Tax system and policy. Direct property taxes. Direct income taxes. Indirect taxes. Excise duties. Duties and customs policy. Value added tax. Non-tax revenues in the state budget. Social Security. Budget deficit and its financing. Tax and financial control. International public finance.

**Teaching and assessment**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. The lectures are richly illustrated with schemes and tables, and necessary for the training examples. The course ends with an exam. The course gives priority to practical and independent work of students, which is

**Hours per week:** 31 +3s

**Type of exam:** written

**Hours per week:** 31 +2s

**Type of exam:** written

Intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and the homework, computer tests and course assignments are assessed.

## INTERNATIONAL LAW

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course International law gives students the necessary theoretical knowledge and practical skills in substantive and procedural respects. Goals and objectives of the course are to equip students with basic knowledge and practical skills in the taught material. The expected results are expressed in the acquisition by students of knowledge on basic legal concepts, valid in the private sector and skills for individual application of the theoretical material in practice.

**Contents of the course**

The course of lectures includes the following thematic modules: concept and characteristics - subject, function, relation to other legal sectors and system. Sources - international and domestic sources. Constitution. Code. EU acts. Legislation relations (substantive and procedural with an international element), methods and types of norms. Status of subjects of material relationship with an international element - 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. Legal framework of contractual relations with an international element - contractual and non-contractual, 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.

**Teaching and assessment**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is implemented a discourse with them to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. The course ends with an exam.

## COMMERCIAL LAW

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide knowledge for streamlining the legal rules, governing the diversity and complexity of social relations in national and international trade turnover with a view to resolving the fundamental issues relating to the application of the law: 1. Qualification of legal situations by understanding and interpretation of commercial and legal norms. 2. Evaluation of the effectiveness of the legislation by judgment justice alternative solutions and resolve contradictions between legal norms. 3. Summary and analysis of the case by integrating the results of enforcement in economic and social systems and new areas of law application.

**Course contents:**

Scope and method of discipline. Commercial law. Action by time, place and to individuals. Scope and method of discipline. Commercial relationship. Sources. Specific modes. Traders. Legal regime. Sole trader. Companies. Commercial representation. Management systems. Property and personal rights of the partners (shareholders). Capital - stocks and shares. Transactions with companies and parts thereof. Relationship between partners. Membership relationships. Sale of shares. Legal consequences. Commercial transactions. Commercial sale. Special types of sales. Lease transactions. Commission transactions. Banking transactions. Transformation of trading companies (TC). Bankruptcy. Conversion. Merger, division of TC. Termination of TC. Liquidation of TC. Bankruptcy. Procedure - stages. Recovery plan. Effects of the proclaimed decision. The bankruptcy estate. Distribution of liquidated assets. Visits to the court. Hearing of commercial matters, formed at first and second

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

**Type of exam:** written

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

**Type of exam:** written

instance for resolving legal disputes concerning violated individual rights. Legal obligations arising from the commercial and contractual relationships.

**Teaching and assessment:**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is implemented a discourse with them to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. The course ends with an exam.

## METHODOLOGY OF ECONOMIC RESEARCH

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The learning content of the course in Methodology of Economic Research has been developed in accordance with the requirements for acquiring a knowledge-system for management and analysis of economic processes. The aim of the course is to provide students with in-depth knowledge as to the nature, principles and categories of economic analysis and the possibilities of practical implementation of the economic analysis. Key tasks that need to be addressed in the implementation of the curriculum are: 1. Understanding the content, subject essence, methods and directions of economic analysis. 2. Acquisition of knowledge and skills to determine the quantitative parameters of economic processes and phenomena and on this basis to conduct economic analysis. 3. Understanding the fundamental problems associated with economic analysis of investment, production, trade and financial activities of organizations.

**Course contents:**

Content of the theory of economic analysis. The place of economic analysis in management, basic tasks. Nature and scope of economic analysis. Methods of economic analysis. Principles of economic analysis. Solutions for managing business relationships. Stages and subjects of economic analysis. Principles of construction of indicators for economic analysis. Grouping of indicators of economic analysis. Information on the economic analysis. Reporting economic information. Types. Quantitative parameters of economic processes and phenomena. Economic analysis and application of accounting and financial information. Economic indicators for business enterprises. Coefficient of cost-effectiveness. Liquidity ratios. Coefficient of inventory return. Coefficient of company's accounting relations. Economic analysis of the market, customers and competitors. Forecasting market prices. Marketing strategy. Economic analysis of the production program and production capacity. Economic analysis of investment projects. Economic analysis of one-off costs. Economic analysis of current costs. Economic analysis of incomes and revenue of the enterprise. Economic analysis of business cash flow. Evaluation of company's fixed assets and its organizational costs.

**Teaching and assessment:**

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

## REGIONAL ECONOMICS

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The lectures in this course in structural terms include: the theoretical foundations of regional economy, regional analysis and regional synthesis, regional policy. The aim of the course is to provide students with in-depth knowledge of the common problems of the regional economy - general assumptions, principles and laws, taking into account the achievements of modern theory and practice requirements.

**Course contents:**

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

**Type of exam:** written

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

**Type of exam:** written

Nature, subject, tasks and principles of the regional economy. Methodology. Development of the theory of regional economy. Nature of zoning. Types of areas. Regionalization in Bulgaria. Regional imbalances. The region as a system. Main types of interregional ties. Analysis of interregional flows through the indices of localization. Development of the theory of settlements. The modern theory of urbanization. The settlement network - based organization of regional processes. Nature and specificity of regional efficiency. Performance criteria. Factors efficiency. Current trends to increase regional efficiency in Bulgaria. Regional analysis. Regional synthesis.

#### **Teaching and assessment**

Training course takes the form of lectures and seminars. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is implemented a discourse with them to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. Students are informed about the organization of training, for the specifics of the planned monitoring and system of assessment at the first lecture and seminars.

## **WORLD ECONOMICS**

**ECTS credits:** 3

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 4

#### **Methodological guidance:**

Department of Economics

Faculty of Economics

#### **Annotation:**

The course aims to give students a detailed knowledge about economic processes and phenomena on a global scale and to create awareness of the place and role of the Bulgarian economy and the economy of the member states of the EU and the wider world. The world economy is regarded as a global and complex system - a collection of economies included therein countries with different levels of economic and socio-cultural development, but which are increasingly associated with numerous forms of international economic and investment cooperation based on international division of labor.

#### **Contents of the course:**

Nature of the global economy - the emergence and development. Theoretical views on the issue. Potential of the world economy - natural beauty and resources – globally. Population and labor resources - globally. Demographic problem in the EU and ways of its solution. Economic potential and levels of socio-economic development. Comparative analysis. Policy of the state and ways to improve the global competitiveness. Classification of countries on the level of their economic development. International Economic Relations - nature and manifestations. Foreign trade balance - the causes of imbalances and problems in it for the national economy. Essence and forms of international infuse capital - direct and indirect foreign investment. Global labor market - issues of the economic migration of labor in the EU. International cooperation - international economic organizations. Globalization and anti-globalists

#### **Teaching and assessment**

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

## **INTELLECTUAL PROPERTY**

**ECTS credits:** 3

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 4

#### **Methodological guidance:**

Department of Economics

Faculty of Economics

#### **Annotation:**

The lecture course presents in a systematic form the knowledge of intellectual property. Reviewed are various aspects of intellectual property, as well as details of administrative management modes and documentation systems. Special attention is paid to the socio-economic aspects of intellectual property, copyright and related rights. The aim of the course is to provide students with systematic knowledge and develop skills in this crucial area of modern economic and social activities in particular.

#### **Course contents:**

Introduction, purpose and objectives of the course. System of intellectual property. Importance and contribution of intellectual property. Intellectual property and international cooperation. Copyright and related rights. Piracy and violations. International system of copyright. Copyright law and copyright management. Trademarks. Design. Industrial designs. Licensing and technology transfer. Innovation and intellectual property. International cooperation in the field of intellectual property.

**Teaching and assessment:**

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

## ECONOMICS OF PUBLIC GOODS

**ECTS credits:** 8

**Form of assessment:** ongoing assessment and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Economics of public goods is part of the scientific knowledge and academic discipline, which studies the content and specifics of institutional and economic foundations of production, distribution and consumption of public goods. The public sector is part of the turnover of the product and income in the national economy. The existence of objective circumstances - market failures, information asymmetry and others require specific approaches in resource allocation and consumption of public goods. The interaction of the state and market mechanisms is a necessity that determines the realization of the two principles of every socio-economic system - economic efficiency and social justice. The product of the branches in the public sector takes the form of a service and is in the economic form of public good. The competitive behavior of the organizations in the public sector is one of the conditions for competitive balance and social welfare in society. Organizations in the public sector have a market behavior, which to a certain extent is subject to market principles also. The effective functioning of the public sector is a prerequisite for economic growth and social prosperity.

**Course content:**

Public and private sectors. Basic concepts. Institutional and economic structure of society. Economic and social policy. The public sector in the turnover of product and income in national economy. Economic functions of government in a market economy. The state and the main institutes of the public sector. Approaches to analysis - positive and normative. Nature, shapes and types of public goods - criteria, classifications, theories. The criterion on public choice. Allocation of resources between the public and private sectors. Optimal public expenditures. Arrow's theorem. Production, distribution and consumption of public goods. Features and criteria. Transaction costs. Basic principles of operation of welfare society. Social priorities and economic benefits. Basic theoretical considerations. Pigou's theorem. Pricing of factors and results in the public sphere. Features of the product and results. The "cost - benefit" analysis - content and key advantages. Other approaches to analysis in the public sector. Market and competition in the public sphere. Consumer behavior and market demand for public goods. Competitive equilibrium and social welfare. Pareto's efficiency. State regulation of production and consumption of public goods. Market shortcomings and their regulation. Corporate behavior of market structures in the public sphere. Quasi market relations. Economic growth and social development: problems of choice. Financing activities in the public sphere. Alternative sources. Outsourcing and public-private partnership. Comparative analysis of the development of the public sector in the Member States of the European Union.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is implemented a discourse with them to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. Students are informed about the organization of training, for the specifics of the planned monitoring and system of assessment at the first lecture and seminars.

## ECONOMICS OF SCIENCE AND EDUCATION

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 5

**Methodological guidance:**

**Hours per week:** 31 +2s

**Type of exam:** written

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

**Type of exam:** written

Department of Economics  
Faculty of Economics

**Annotation:**

Issues related to the consumption of goods of culture and education as a type of human activity that affects certain economic relations are studied in the course. Emphasis is placed on determining the nature and mechanism of manifestation of the result of the system of science and education at respective levels and forms of outcome. Considered are the opportunities to use appropriate measures of long-term manifestation of the outcome of science and education by the personality of the recipient. In the field of science and education, the activities are regarded as a service, which is characterized as tangible product with a life cycle. From this perspective, students acquire knowledge about the specifics, costs incurred and the types of benefits from activities in science and education. Discussed are issues of corporate behavior of the units in science and education, the characteristics of products' market in this area, of property, of financing, of planning, of financial autonomy and profitability in science and education.

**Course content:**

Nature and characteristics of consumption in science and education. Nature and mechanism of expression of results in science and education. The result in science and education as a benefit. Measuring the outcome. Service as intangible product. Substance product of science and education - nature and features. Nature and variety of costs in science and education. Nature and types of benefits from activities in science and education. Analysis of the costs and results of science and education. Cost-benefit analysis of science and education. Nature and characteristics of ownership in science and education. Features of the market of products of science and education. Corporate behavior of the units in science and education in the short term. Entrepreneurship - an alternative behavior in the units in science and education in the long run. Phases of the entrepreneurial behavior of the units in science and education. Content planning science and education. Nature and basic features. Features of planning in science and education. Writing of a business plan. Nature and characteristics of the financing of science and education. Technology funding. Evaluation of financial flows in science and education. Analysis of the balance sheet. Liquidity. Financial autonomy. Income in science and education.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## ORGANIZATIONAL BEHAVIOR

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The aim of the course is for the students to acquire knowledge about the organization and how it operates, what are the needs of the people in it and how it can be organized so that its own goals are achieved in the best possible way and at the same time to have the human needs met in the best possible way. Students need to expand their knowledge of the patterns of functioning and development of the organization, of the rules that determine how people act together, to get acquainted with the psychology of organizational behavior. Knowing the theory of organizations and their objectives, the knowledge of the rules under which they work will provide appropriate training for students to achieve success in practice. To master the knowledge and develop skills to use and implement the behavioral analysis on several levels. Object of understandable attention is behavior of individuals in the organization and the factors determining it, interpersonal relationships within the organization in their overall complexity and inter-group and intra-group relations.

**Course content:**

Organizational behavior as a scientific field and academic discipline - subject, goals, levels of analysis, approaches. Concepts underlying organizational behavior. Individual behavior - individual differences. Dynamics of individual differences. The «I» in organizational behavior. 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. Origin and development of organizational culture. Interpersonal behavior in the group. Interpersonal dynamics within the

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

**Type of exam:** written



group. Power. Organizational policy. Conflicts, types of conflict, conflict situation. Strategies for conflict management. Management and leadership. Quality of working life. Stress and its management. Counseling. Change management.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## INVESTMENTS AND INVESTMENT POLICY

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The aim is to give basic knowledge of investing and investment policy. The main prerequisites for this are: The transition to a market economy that puts new and ongoing requirements not only to improve the theoretical considerations, but also to match them with the knowledge, that is verified in practice, about nature, functions and ways of applying market principles and mechanisms; Investments are one of the most important factors for economic prosperity of any economy and investment activity is an integral part of the economic activities of businesses; Making the right investment decisions depends on the skills and knowledge, that financial managers and investment brokers, shareholders and private entrepreneurs are required to have.

**Course content:**

Innovation - the basis of investing. Basic concepts and categories related to investing. Investment funds (companies). Investment as subject to economic regulation. Appropriate, objective and major investment projects. Basic financial concepts. Criteria and methods of assessment of the investment project. Alternative investment projects. Risk and capital budgeting.

**Technology for training and assessment:**

Lectures are held by the established traditional way, students are acquainted with the taught material. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is implemented a discourse with them to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. The course ends with an exam.

## BUDGETARY ACCOUNTING

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The main purpose and objectives of the course is to provide the students with thorough and sufficient knowledge and skills about the nature, methods and methodology of budgetary accounting in order to successfully carry on their practical activity in the enterprises of budgetary sphere. The course will be taught in compliance with the recent changes in general accounting regulations and those for the budgetary sphere and its own chart of accounts.

**Course content:**

Budgetary system. Budget enterprise - object of accounting. Regulatory framework of accounting of budgetary organizations. Accounting policy. Forms of accounting. Documents and document workflow in BE. Basic principles of accounting and the chart of accounts in the public sector. Accounting the equity in BE. Accounting the fixed assets of BE. Accounting the inventories of BE. Accounting the estimates of BE. Accounting the cash of BE. Accounting the costs of BE. Accounting the revenue of BE. Annual clearance of accounts of BE.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students

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

**Type of exam:** written

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

**Type of exam:** written

with the new theme is implemented a discourse with them to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. Students are informed about the organization of training, for the specifics of the planned monitoring and system of assessment at the first lecture and seminars.

## **LABOR ECONOMICS**

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Labor economics regards labor as a system of social relations. It studies the patterns, principles, approaches and practical mechanisms that build the policies, which impact and stimulate the employees in the process of their employability. Labor economics is a science of the dialectics and labor efficiency in relation to the systematic improvement of productivity, quality and competitiveness, combined with the application of modern and progressive forms and payment systems. In it the contemporary forms of remuneration are combined with the need to create conditions for social protection of employees, to lay down a legal requirement to ensure health and safety at work, with the application of rational, healthy and economically justified organization, based on aesthetic and leading company culture, with optimal division and organization of public and individual work. The economy of labor is inextricably linked to the disclosure of the state of population and labor resources, taking into account the need to implement modern industrial relations as a condition and prerequisite to achieving the unification of the different types of interests and achieving "social peace", to achieving higher living standards, while observing and recognizing the requirements to ensure the maximum level of employment and distribution of the population by regions and in the country as a whole.

**Course content:**

Labor process and modern regulatory framework. Reproduction of the population and human resources. Labor market and specific features of the labor-power-commodity. Employment and unemployment. Value and price of labor. Factors determining the level and dynamics of wages. Approaches, mechanisms and systems to determine their remuneration. Social protection of the workforce. Minimal salary. Social Security. Health and safety at work. Labor organization and labor standards. Management, use and motivation of workforce. Efficiency and quality of work. Modern industrial relations. Collective labor agreement.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## **ECONOMIC ANALYSIS THE PUBLIC SPHERE**

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 5

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The training course on the subject "Economic analysis in the public sphere" is a concrete expression of the need to research and establish attention to the changes in the market determinants of the status and functioning of each business unit. Studying this discipline, students will receive knowledge on revealing the economic side of material and financial conditions, under which the main business of the company is done. These results will be obtained by focusing on the nature, methods and tools of economic analysis. In light of the analysis of the economic strategy of the business activity, the relationship between the market, customers, competitors, market prices, revenue, profit, cash flow, costs and the execution of the production program will be monitored.

**Course content:**

Content of the theory of economic analysis. Tasks of the economic analysis. The economic analysis in the context of system analysis. Essence of economic analysis. Method and techniques of economic analysis. Methods of economic analysis of the economic activity of the entity. Informational basis of the economic

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

**Type of exam:** written

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

**Type of exam:** written

analysis. Accounting economic information. Types. Quantitative parameters of economic processes and phenomena. Economic analysis and application of accounting and financial information. Analysis of economic strategy of business. Key aspects of economic analysis. Differences between the economic and the financial analysis of business. Economic indicators of economic activity of the entity. Analysis of the market, customers and competitors. Predicting market prices. Marketing strategy. Economic analysis of the production program and production capacities. Economic analysis of investment projects. Economic analysis of non-recurrent expenditures. Economic analysis of current expenditures. Analysis of economic strategy.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## ECONOMICS OF HEALTHCARE

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 6

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course is part of the basic training in economics. The course aims to build a theoretical basis for understanding the behavior of the patients, the state, society and the authorities dealing with health care in terms of a modern market economy. The material is selected in accordance with the prescribed workload and specifics of the course and within a reasonable compromise between the theoretical and empirical material the priority is given to the relationship between the economic theory and the actual market behavior of businesses and consumers. The course lays the foundation for further specialization; and it's based on certain minimum basic knowledge in mathematics and statistics. The aim of the course is to equip students with the necessary theoretical knowledge for correct interpretation of economic behavior of the main operators in the context of standard market situations.

**Course content:**

Healthcare as a specific commercial product. Consumer's (patient's) behavior and utility. Characteristics of healthcare product offering. Market equilibrium in the healthcare field. Types of equilibrium, stability. Impact of subsidies, prices and taxes on healthcare. Fiscal policy, government budget and healthcare. Health insurance systems. The health insurance system in Bulgaria.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## SUSTAINABLE DEVELOPMENT OF THE SOCIAL SYSTEMS

**ECTS credits:** 8

**Form of assessment:** ongoing assessment and exam

**Semester:** 6

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to familiarize students with the development as a main motive for social and economic activities of man; that it is a growth, maturation and achievement of completeness with respect to the projected potential. Society does not have a completely objective measures of the degree of development of individuals. There - and could not exist - consensus on the characteristics of the state of full development. Understanding the development changes in the process of development, it reflects the changing subjective views. Therefore, the concept of development reflects the values and moral norms of society and individuals. Students need to know that society has achieved significant progress in its development and intensity of development is constantly growing. The economy as a tool for development, uses physically limited resources whose source is nature. Resources must be used in a way that provides the basis for development for a very long time (forever). That

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

**Type of exam:** written

**Hours per week:** 31 +2s

**Type of exam:** written

means ensuring continuity of the development process in an increase in its intensity. This is a necessary condition for development can be called resistance. The development must be sustainable - uninterrupted and with increasing intensity.

**Course content:**

Nature and functions of social systems in theory and practice. Categories and concepts of social systems. Social policy and distributive relations and social differentiation. Social policy and social protection. Social welfare system and service. Social system in the field of labor. Social system in health. Social system in education. Social system in culture. Social conflicts in social systems. Prospects of development of social systems. Nature and principles of sustainable development. Policy of sustainable development in the Republic of Bulgaria. Ecologic policy and sustainable development. Social policy and sustainable development. Economic policy and sustainable development. Sustainable development and the environment. Institutional and international sustainable development programs.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## FUNDAMENTALS OF ENTREPRENEURSHIP

**ECTS credits:** 5

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 6

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course is designed in accordance with the overall objectives of the major "Economics of the public sphere". It is aimed at revealing the nature, content management and organization of entrepreneurial business in a market economy. The aim of the course "Entrepreneurship" is to provide students with in-depth knowledge of the theoretical and practical problems of entrepreneurship and to introduce them to the basic approaches in its implementation in current conditions.

**Course content:**

Theories of entrepreneurship. Definition of entrepreneurship. Entrepreneurship in the system of economic relations. Contents of entrepreneurial activity. Object and purpose of entrepreneurship. Reasons for entrepreneurial business. Qualities of entrepreneurs in the scientific literature. Functions of the entrepreneur. Subjects of entrepreneurial activity. Organizationally-legal and organizationally-economic forms. Environment of the entrepreneurial activity. Structure of the entrepreneurial environment. Economic, social and legal conditions and factors for development of entrepreneurship. Types of entrepreneurship. Role of entrepreneurship for socio-economic development. Entrepreneurial idea - nature and choice. Stages of formation of the entrepreneurial idea. Technology of accumulation of ideas. Innovations in entrepreneurial activity. Entrepreneurial decisions. Entrepreneurship as a profession. Culture, ethics and social responsibility in entrepreneurial activity.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## CONFLICT OF INTEREST

**ECTS credits:** 5

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 6

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The problem of conflict of interest existed in ancient times, exists today and will exist in the future. The course examines the concept of "conflict of interest" and its legal regulation. Students' attention is drawn to the nature,

the specifics of the conflict of interest and the methods of its management. Considerable attention is placed on the identification and prevention of conflicts of interest.

**Course content:**

Nature of conflict of interest. Basic concepts. Types of conflicts of interest. Specifics of conflict of interest in the public sector. Importance of the problem. Scope of the Law on Prevention and detection of conflicts of interest. Unified system for managing conflicts of interest. Levels of management of conflict of interest. Types of methods of management of the conflicts of interest. Institutional framework for managing conflicts of interest. Legislation preventive methods for managing conflict of interest - barriers to recruitment, incompatibilities at work, withdrawal, post-employment limitations, non-disclosure of information. Legislation of the declaration - types of declarations, obligations of persons, who occupy public positions concerning the declaration. Procedure for establishing conflict of interest - competent authorities, initiation of proceedings, verification completion, ascertainment of conflict of interest. Ways of protecting the whistleblowers, signaling conflict of interest. Consequences of the ascertained conflict of interest - types of legal liability, procedures, competent authorities. Roles in the management of conflicts of interest. Analysis of the risk of conflict of interest - factors, approaches, criteria. Efforts to identify and prevent conflicts of interest.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## SMALL BUSINESS MANAGEMENT IN THE PUBLIC SPHERE

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 6

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course structurally covers both basic general management issues of small business and also the problem of managing the functional areas of its activity. The aim of the course is to provide students with detailed knowledge of the management process within small businesses and to become familiar with basic approaches in its realization in current conditions. Main tasks, which need to be addressed in the implementation of the curriculum are: Understanding the nature and role of the small business in socio-economic development, the necessary economic conditions and institutional prerequisites for its successful functioning and theoretical foundations of the management of small businesses, content and role of business projects for the development of the organization's business. Understanding the nature and characteristics of the management of the functional areas of business of small businesses. Understanding the issues and approaches to its organization and management.

**Course content:**

Characteristics of SMEs. The role of small businesses for socio-economic development. Needed economic conditions and institutional preconditions for its successful operation. The need to manage a small business. Nature and characteristics of the management process for small businesses. Current and Strategic Management - nature, specific features, advantages. Need for strategic management of small businesses. Concepts for the strategic management of small enterprises. Approaches to the development of corporate strategies. Analysis, evaluation and approaches for optimal utilization of the resources of the business. Analysis and assessment of the impact of external factors. Approaches to the analysis of the internal state of the small firm. Functional analysis. Evaluation of competitive power. Defining the mission and goals of the business of SMEs. Development and selection of strategies - criteria and requirements. Types of strategies applicable to SMEs. Business Planning for SMEs - nature, importance and types of business plans. Structure of the business plan. Development a business plan - stages. Management of marketing activities of the small enterprise - definition and segmentation of markets, formation of the marketing mix (product, price, distribution, promotion), management and organization of marketing research, marketing information system - functions, objectives and scope. Production management. Determination of production capacity - approaches. Planning the amount of production. Methods for production planning. Dispatching. Management of material resources - nature and tasks. Planning material requirements. Planning and control of inventories. Production control - place, scope and methods. Managing the finances of the company. Internal and external sources of financing SMEs. Alternative sources of funding. Management of investment activity of SMEs. Nature and objectives of the investment plan. Planning stages of investment activity. Criteria for evaluation of alternative activities. Criteria for evaluation of alternative investment options.

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

**Type of exam:** written

Methods of evaluation of investment projects. Management of the innovation of SMEs. Innovation Plan - nature and tasks. Factors, influencing the innovation process. Conditions in the company to implement innovation. Stages of innovation process. Business analysis of the economic viability of innovation. Human Resources Management of SMEs - significance and characteristics. Methods of determining the staffing needs, applicable to SMEs. Methods of recruitment. Tools for motivating the staff in the small enterprises. Methods of training the staff of SMEs. Organizing the business of SMEs - choice of location, organizational-governing structure and organization of work processes. Information as a basic resource of small businesses. Information support of SMEs. Sources of information. Information management systems. Risk management in small enterprises. Risks and approaches in management.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## SOCIAL FUNCTIONS OF THE PUBLIC SECTOR

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 6

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course 'Social functions of the public sector' for bachelor's degree aims to build a theoretical basis for understanding the social functions of the public sector. Particular attention is paid to the social state, the role of its institutions in the dialectic of human development; the social potential, production, distribution, exchange and consumption of public goods and so on. The material is selected in accordance with the prescribed workload and specifics of the course and within a reasonable compromise between the theoretical and empirical material the priority is given to the relationship between the theoretical foundations of the economy of the public sector and the functions of the public sector. Analyzed is the mechanism of public choice, on the basis of which the specific policy objectives of the state are formed.

**Course content:**

Public sector in market economy. Social functions of the public sector. Public goods. Distribution, efficiency and well-being. Public choice: collective decision making. Public choice: the economic role of the state. Earnings per state. Government spending. Evaluation of the effectiveness of public spending. Social security and social policy.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## BUSINESS ETHICS

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 6

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Business ethics provides knowledge and skills for achieving meaningful interpersonal, collegiate, professional and social contacts. It gives advanced knowledge of ethical standards and norms of behavior in relationships, both in the internal environment of the company and in the surrounding social environment. The study of business ethics is useful and necessary in connection with the increasingly complex external environment and the dynamics of professional business relationship. The content of the course examines the leading trends for ethical analysis and their suitability for understanding and solving specific ethical situations in business. Business ethics

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

**Type of exam:** written

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

**Type of exam:** written

is particularly relevant in modern times - in today's competitive market conditions, as the effectiveness and success of the company depends on the level of organization, on the working manner and style.

**Course content:**

Ethics as a science. Nature. Subject and tasks. Basic ethical categories. Essence of morality. Ethics of the 20-th century. Main problems and trends of contemporary ethics. Moral challenges of modernity. Organization-wide management and morale. Ethics in the management of human factors and interpersonal relationships within the organization. Ethics in management and working environment of the company. Applied ethics. Business ethics as applied ethics. Cultural and theoretical prerequisites for the formulation of business ethics. Nature and structure of business ethics. Ethics and business. Ethical standards and moral responsibility in business. Ethical principles in business - utilitarianism, universalism, justice. Application of ethical principles in management practices. Morality in market economy. Morality of Bulgarian entrepreneur. Moral aspects of company activity. Competition and relationship with consumers. Ethics in business organization. Factors, features, management. Moral conflicts in business and their conclusion. Ethical issues of the loyalty and autonomy of the company. Management of company policy and morality. Ethics in profession and in business. The Code of Ethics and its role in the management of the company. Culture of communication - nature and role in modern business. Ethics of advertising.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## ECONOMICS OF PHYSICAL EDUCATION AND SPORTS

**ECTS credits:** 6

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course "Economics of Physical Education and Sports" aims to introduce students to the economics of physical education and sports, relationships and economic dependencies between physical education and sport, as well as matters relating to the common characteristics of the sector and its subsystems. Discussed are the subject of the course, the development of the considered problem in Bulgaria and abroad in terms of globalization. The relationship of physical education and sport with some of the key market categories is revealed. Special attention is given to and in-depth are clarified the facilities and investment policy, labor and financing, competition, pricing and more. The importance of the integrated management for the effective functioning of physical education and sport is underlined. Studying physical education and sports as an integral part of the overall economics, its intensive development is a possibility for it to be attributed to the so-called new applied economics, which use categories, formulations, methods of the overall economics, but also have their own appearance and their specific features.

**Course content:**

Introduction to the economy of physical education and sport. Physical education and sport as a branch of the public sphere. The subject of physical education and sports as a scientific and academic discipline. The system of physical education and sport, the European dimension and globalization. Physical education, sport and market economic categories. Economics and organization of work in "Physical Education and Sport" - a common feature of labor services. Specific features of labor and employment structure in the industry "Physical Education and Sport". Labor market and unemployment in the sector. Funding of Physical Education and Sport - sources and mechanisms. Facilities - a common characteristic of the basic resources sector PES. Investments in physical education and sport - nature and types of investments. Development of the network of sports facilities. Competition and competitiveness of the services sector PES. Development of investment project for sport.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## SOCIAL POLICY

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide systematic knowledge on major issues of social policy and social security. The aim is to clarify the main issues related to the nature of social policy, approaches and methods for its implementation and related theoretical discussions. Substantial attention is paid to: issues of human rights; the role of government and business in social policy; living standards; income policy, employment and unemployment; social policy work; social policy in the field of health, education and lifestyle; social policy for those with deviant behavior; social policy for at-risk groups, etc.; social policy in municipalities, pension, health and other types of insurance. In interpreting these problems into account are taken the impact of the transition and the requirements of national, international, and especially European legislation.

**Course content:**

Subject and method of science in social policy. Principles and models of social policy. Demographic processes and demographic policy. Human Rights and social policy. Lifestyle. Quality of life. State and social policy. Models of social policy. Economy - based on the quality of social policy. Corporate social policy. Social security: basic concepts and categories.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

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

**Type of exam:** written

## MANAGEMENT OF PUBLIC EVENTS

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course "Management of public events" provides fundamental basic knowledge about the nature of government and public management. The subject is consistent with the educational training of students and adapted to the requirement for attractiveness and acquisition of new management knowledge and skills. The training is focusing on the trainees acquiring an overview of the scientific and applied aspects of the theory and nature of government and public management.

**Course content:**

Types of management - social, public, government, administrative. Introduction to public sector management - nature and characteristics. Theoretical foundations of public management. Contents of public sector management. Approaches for efficient use of resources in the public sector. Organizations in the public sector - nature and types. Management of public business organizations. Management of public service organizations. Management of public non-profit organizations. Measurement and analysis of the performance of public sector organizations. Control of the activities of the public sector. Control - types and functions. Basic forms of control. Stages. Objectives of the organs of state and public management. Functions of the organs of state and public management.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

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

**Type of exam:** written

## SOCIAL ENTREPRENEURSHIP

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 7

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

**Type of exam:** written



**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course "Social Entrepreneurship" was developed in accordance with the general objectives of the undergraduate program in "Economics of the public sphere." In structural terms it comprises of main common problems of the nature and form of Entrepreneurship and specific problems of social business as a form of social innovation; types of social enterprises, development of social projects and characteristics of social risks; developing business plans for social enterprise and entrepreneurial culture. 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 developed rich text materials, case studies and practical exercises aim to strengthen the knowledge, received as part of the theoretical course, to further it and to seek its actual application in practice in the students' future careers.

**Course content:**

Social sphere and man's place in it. Nature, main indicators of socio-economic activities of man; income, living conditions and social protection. Nature and functions of the social economy. Definition, basic policies of social economy and major problems in countries with transforming economy. Entrepreneurship and social entrepreneurship. Essence, typology of social entrepreneurship. Social entrepreneurship in Bulgaria - institutional foundations. The role of social entrepreneurship in the socio-economic system. Social entrepreneurship - a form of social innovation. Regional features in developed countries and countries in transition. European directive. Social enterprise - specific and basic organizational forms. Nature, institutional nature, structure and basic forms and objectives of the operation. Main types of social enterprises. Enterprises NGOs, cooperatives, civic associations. Features of business models in social entrepreneurship. Concept of business models in social entrepreneurship and components of business models. Organizational structure of social enterprises. Structural variants of forms in social business; forms of partnership and cooperation between business and the state. Funding of social enterprises - nature and sources. Content, technology, forms, criteria and mechanisms for financial security. Social project. Nature, the development of different options, selection criteria. Entrepreneurial risk and characteristics in the social sphere. Essence of risks and social risks. Opportunities to optimize it. Business plan for entrepreneurship. Nature, structure and financial plan financial relations between the state and social enterprises. Measuring social impact are - necessary and fundamental indicators. Approaches analysis of costs and benefits, a system of criteria and indicators. Corporate social responsibility - essence and content. Practices of responsible business and social dimensions. Development of social entrepreneurship. Legal and institutional environment. Major trends.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## MARKETING OF SERVICES

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims at forming conceptual apparatus and on this basis to disclose the nature and specifics of the marketing of services. The study of the course aims to launch a basic knowledge of marketing of services. By putting the issues of marketing of services are determined the main objectives of the course - to give basic knowledge of the marketing of services; to reveal the extent of its development; to highlight the main trends in the marketing activities of companies offering services. Through the content of the course the students will learn about new trends in the marketing of services under the conditions of a real market economy. Marketing issues are considered by the theoretical and methodological foundations of marketing in the main directions of marketing activities and opportunities for a fuller use of marketing resources for a successful and profitable business in the service sector. The aim of the course is for the students to acquire knowledge and launch a stepped acquisition of the theoretical professional knowledge, to achieve a balance between theoretical and practical-applied training.

**Course content:**

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

**Type of exam:** written

Nature and characteristics of services. Types of services. Marketing strategies of companies in the service sector. Principles, functions and concepts of the marketing of services. The demand of services and typology of marketing. Marketing mix of services and features in its implementation. Formation of the behavior of market services. Features of the service concept of marketing. Lifecycle of services. Assortment policy of services. Pricing Policy in marketing of services. Pricing systems on the market of services. Formation of prices of services. Innovation policy in the sphere of services. Communication Policy in the marketing of services. Communications services market. Advertising services. Planning, implementation and monitoring of advertising of services. Competition and competitiveness of services. Competition at the market of services.

**Technology for training and assessment:**

Training takes the form of lectures and seminars. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is implemented a discourse with them to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. Students are informed about the organization of training, for the specifics of the planned monitoring and system of assessment at the first lecture and seminars.

## **RISK MANAGEMENT AND INSURANCE**

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course in the part "Risk Management" structurally covers both the basic common themes about the nature and types of risks related to the implementation of investment activity, and also the specific dimensions of choice and building successful hedging strategies aimed at the coverage of risk exposure. 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.

**Course content:**

Introduction - risk and risks - nature, essential properties and characteristics. Market, interest rate, credit and currency risk - nature and characteristics. Default risk, operative, liquid and catastrophic risk - nature and characteristics. Measures of risk - Volatility, Value at risk and Expected Shortfall. Technology of the hedging of financial risks - nature, strategies and applications. Investment strategies, hedging the market and financial risks (currency, credit and interest risk) through the use of options - nature, types and investment performance. Hedging of foreign exchange, credit and interest rate risks through the use of forwards and futures.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## **STRATEGIC MANAGEMENT IN THE PUBLIC SPHERE**

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 7

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The emphasis is placed on the theory, which is combined with the practical and applied character of the discipline and the differences between the experience of the world's leading companies and our management practice. The course corresponds most closely with private management sciences such as Personal Management, Production Management, Innovation Management, etc. As well as with the disciplines: marketing, macro- and microeconomics. The aim of the course is to complement the knowledge of the students, who have passed the course "Basis of Management", with the issues of strategic management. In order to avoid repetitions in the two programs, the emphasis is put on the practical application of the issues, while the issue of strategic management and its relationship with building management structures are considered in greater depth.

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

**Type of exam:** written

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

**Type of exam:** written

**Course content:**

Nature of management. Analysis of changes in management during the 1960s. Emergence of strategic management. Nature of strategic management. Strategy and objectives. Hierarchy of objectives. The algorithm of strategy development. Role of the external environment. Scenario analysis. The method of segmentation. Strategy design and selection. Mission of the organization. Tools for developing the strategy; portfolio analysis matrix of Boston advisory group, matrix "General Electric", matrix Ansoff. Diversification strategy. Nature of diversification. Types of diversification strategies and mechanism of their construction. Competitive strategy. Analysis and profiling of competitors. Forms of competitive fighting and mechanism of building a competitive strategy. Strategy and corporate culture. Essence of management structure. The organization as a system; general model and its main characteristics. Structure, relationships, goals and behavior. Organizational design. Types of management structures (basic concepts - management unit, management level, scale manageability, delegation etc.). Functional management structure - nature, construction, contradictions. Divisional management structure. Vertical and horizontal integration. Diversification and divisionality. Role of management. The role of leadership in the development of strategy and management structure.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

**SOCIAL DEVELOPMENT OF THE REGIONS****ECTS credits:** 5**Hours per week:** 21 +1s**Form of assessment:** ongoing assessment and exam**Type of exam:** written**Semester:** 7**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course "Social development of the regions" (SDR) is designed to enable students to master basic concepts, terms, principles and methods in regional social development - in general and in elements of this development. 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 applied material. In essence, the course has a significant scope in knowledge extension in the field of economics - as a whole and, in particular, in the sphere of its regional aspects of implementation.

**Course content:**

Social development and regional differences. Human capital and social development. Regional aspects of the development of human potential. Social capital and development. Alternative approaches to assessing the social development of the regions. Fiscal decentralization and regulation of regional differences. European instruments for social cohesion. Regional development through education and culture. Health and regional development. Social activities: problem areas and regional solutions. Social risks and characteristics of social security: regional reading. Models of social protection. Decentralization and deinstitutionalization: developing models of social protection in Bulgaria. Local problem areas and trends in social activities.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

**ECONOMICS OF CULTURE****ECTS credits:** 5**Hours per week:** 31 +1s**Form of assessment:** ongoing assessment and exam**Type of exam:** written**Semester:** 8**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The economic aspects of the cultural process are developed in this lecture course. Culture is seen as an economic system along with the conventional and is interpreted as an art-aesthetic system. Particular attention is paid to the

nature of its social system and values in today's social development. Economy of Culture is a new research direction in the system of economic sciences. And as well a new research direction in the system of sciences of culture. In the course of lectures the emphasis is put on these key issues - economic reality and culture, property relations, cultural processes, cultural products and commodities, value and price, efficiency, new technologies in the cultural process, market and cultural marketing. The purpose of the course is for students to gain knowledge and develop skills in this crucial area of social work.

**Course content:**

Subject, purpose and objectives of the course. Culture as an economic system. Subject of the economics of culture. Trends in the study of the economic nature of culture. Economic reality and culture. Economic characteristics of cultural process. Property relations. Intellectual property. Importance and contribution of intellectual property to development. Intellectual property and international cooperation. Copyright and related rights. Cultural process. Cultural products and commodities. Efficiency. Value and price. New technologies in the cultural process. Innovative processes in culture.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## LOGISTICAL SYSTEMS IN SOCIAL SPHERE

**ECTS credits:** 5

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

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 8

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course is designed to introduce students to the place and role of logistics in the economy and in different organizations, the major approaches and methods for its management, as well as global trends, experiences and achievements of the leading organizations in its application. Thoroughly clarified are the subject, object and scope of logistical systems in organizational, national and international level. Reviewed in detail are the elements of the logistics system. Consistently revealed are the issues of strategic, tactical and operational management of logistics operations. Revealed are the peculiarities of the logistical problems in various industries and sectors of the national economy. In depth are exposed the methods of decision-making in the management of supply, production /operations/ and distribution. Clarified are the fundamental concepts and technologies for integrated management of logistics activities - Plan of productive resources (MRP), "Resource planning in the distribution (PCD)" (DRP) and "Just in time (Kanban)" (JIT). The rich world and national trends in logistics are illustrated based on the facts.

**Course content:**

Nature, objectives and tasks of business logistics. Logistics as a process serving reproductive cycle. Logistics over the years - the development of theory and practice. Nature, elements and functions of logistic systems. Main characteristics of the logistics management system of commodity movement. Current problems of logistic systems. Transportation channels of supply. Intermediaries, nature, functions. Internationalization of logistic trans-factors, new moments. Internationalization of logistics, strategic partnership. Key tasks of logistics in terms of the Internet. Internet as a global auction. Logistics management process - strategic, operational and tactical planning. Managing the logistics process-management solutions, information system. Physical distribution - nature, objectives and activities. Participants in the distribution process. Logistic concept of physical distribution. Logistics network and chains. Physical flow distribution process. Inventory Management - The need to maintain stocks. Design of supply chains. Logistics, analysis of logistic activities. Converting warehouses in a distribution centre. Designing logistic systems. Trends in transport services. Clients in the distribution chain - stages of service. Use analysis to improve customer service. Physical distribution in terms of integration. Influence of the environment. Free economic zones. Communications and information system of distribution.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## ORGANIZATION AND MANAGEMENT OF NGOs

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 8

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

This course aims to deepen the acquired theoretical knowledge in the field of organization and management of institutional structures in the public sphere - namely organizations in the NGO sector. The program envisages the examination of major organizational, economic and governance issues on the emergence and historical development of non-governmental organizations NGOs, their place in the national economy and social development, their main forms, legal framework and functions, resource provision of the organizations in NGO sector, NGO management, their financing - procedures and sources. Indicated also are the main forms, trends and practices in Bulgaria and the EU.

**Course content:**

Non-profit sector - appearance and historical development. Place and role of NGOs in the national economy and social development. The legal basis of NGOs in Bulgaria. NGO - essence, forms and functions. Resources of NGOs -- structure, performance and trends. Management of NGOs in Bulgaria - incorporation, processes, organs. Funding organizations in the NGO sector. Current trends and forms of NGOs in Bulgaria and in developed countries. Sustainability Index of NGOs: key indicators. Institutional forms of NGOs in different areas of the public sector.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

## PROJECT MANAGEMENT IN THE SOCIAL SPHERE

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 8

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The lecture course has been developed in line with the overall objectives of the major. The first module examines the issues of the development of investment business projects of enterprises. The second module expands the knowledge, drawing attention to the organization and management of projects aimed at pre-accession and other donor programs. The main objective of the course is for the students to obtain in-depth knowledge of the effective development of projects and the management process of their creation and implementation, and also of opportunities to attract funds from donors and other programs for business development, NGOs, R&D and others.

**Course content:**

Definition of a project. Purpose of the project in the social sector. Types of projects. Phases of the project. Project life cycle. The development of business investment projects in the social sphere. Contents of the investment project. Main sections. Specific tasks of the main sections. Information Section of the investment in the social sector. Need to develop its content. Section "Current financial condition" of the investment business project. Documents needed to reflect the current financial condition units in social financial and economic analysis of the current financial situation. Section "Techno-economic project." Project Description. Marketing, pricing and markets. Structure of techno-economic project. Section "forecasting models" Project performance. Sales forecasting. Budget expenditure in the social sphere. Forecasting profits. Prediction of receivables and payables. Forecasting cash flow, balance sheet and income and expenditure in the social sector. Analysis of predictors. 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 returns. Analysis of credit risk. Main indicators of the analysis. Identifying projects for utilization of funds pre-accession and other donor funds in the social sphere. Identification and analysis of problems. Identification and analysis of stakeholders. Objectives of the project. Development and analysis of alternatives. Selection of project approach to the specifics of the social

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

**Type of exam:** written

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

**Type of exam:** written

sphere. Organizational planning of projects in the social sphere. Public Involvement in the project. Institutional environment of the project. Determination of the partners. Building the team of the project.

**Technology for training and assessment:**

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.