



**SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"
BLAGOEVGRAD
FACULTY OF ARTS
DEPARTMENT OF CULTURAL STUDIES**

Bulgaria, 2700 Blagoevgrad, 66 Ivan Mihailov Str. Tel.+359 73 20765,
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MASTER PROGRAMME: MEDIA, PRODUCTION AND BUSINESS

PROFESSIONAL DIRECTION: SOCIOLOGY, ANTHROPOLOGY AND CULTURAL SCIENCES

FACULTY OF ARTS

DEPARTMENT OF CULTURAL STUDIES

EDUCATIONAL-QUALIFICATION DEGREE: MASTER

PROFESSIONAL QUALIFICATIONS: MEDIA, PRODUCTION AND BUSINESS

DURATION OF TRAINING: 1 YEAR

FORMS OF STUDY: REGULAR AND EXTRAMURAL

Annotation

The creation of the Master programme "**MEDIA, PRODUCTION AND BUSINESS**" at the specialty "Culture and Media" - Faculty of Arts, professional direction "Sociology, Anthropology and Cultural Studies" meets the growing demand for academically trained media professionals with an entrepreneurial mind who are able to take business decisions in the media sphere, able to respond effectively and creatively to the changing conditions and solve complex issues in the media, production and business. It is in line with the necessity to study the impact of the new media technologies on existing business models and on the innovative potential of the media business. Tracking and analyzing the technological and organizational changes in media business. The program aims to equip students with skills needed to produce an effective media, to master skills for planning a media strategy, budgeting, skills for visual problem solving, understanding the principles and theory of graphic design. It is important for students to be equipped with the necessary critical and technical skills and abilities to produce short creative digital video projects, as well as basic skills for working with cameras, composition, lighting, audio recording and editing. To be in line with the business needs, the master program involves studying issues such as business environment, business communications and principles of management, financial management and business communication skills.

Requirements for professional skills and competencies of master graduates

The educational tasks are related to building the necessary knowledge and competencies of the students. Graduate students must:

- Have general knowledge and legally sound communication skills, adaptable to the specifics of communication in different social spheres and with different addressees;
- Fluent writing and oral communication skills that employers want;

- Able to create, interpret, edit, refer and appreciate various forms of communication messages;
- Able to create a variety of information and entertainment radio and TV formats and multimedia projects in the planning, budgeting;
- Possess skills to solve problems in establishing an effective media and products;
- Have developed skills in analysis of expressive means of photography and other visual arts - composition, light, color, and skills in the realization of their own photographic work;
- Have the skills to build a visual concept of a media company;
- Able to use the new information and communication technologies in public communications;
- Have the skills to produce short, creative digital video projects;
- Know how to work with cameras, composition, lighting, audio recording and editing.

Training in Media, Production and Business aims to build personal competences such as:

- Attitudes to maintaining a broad awareness of developments in Media, Production and Business;
- Ability for further self-education and professional development;
- Formed professional motivation regarding the future profession and realization;\
- Developed analytical thinking and critical evaluation, quick orientation in a situation of hyper awareness and bidirectional data sources;
- Formed culture of communication in respect of human values and ethics;
- Ability to organize, conduct and manage teamwork.

Professional competencies in the direction of:

- A thorough theoretical and practical preparation for success in terms of dynamic highly competitive media market;
- Ability to improve the organization of its own activities and working conditions and readiness to exchange experience;
- Effective adaptation of the acquired theoretical knowledge to the realities of the media practice;
- Attitude of adherence to legal, professional and ethical standards;
- Ability to work with constantly evolving information technologies and changing working conditions.

Requirements for the training of master graduates:

The graduates of "Media, Production and Business" receive a thorough scientific and theoretical, specialized and practical application training in the film and television production, building effective media and producing media products (in radio, TV and Internet); graphic design, visual communication and building visual concept for business purposes, production of moving images; management and organization of entrepreneurial business; overall planning strategy of the media organization, taking into account campaigns, special events, both at national and international level; cinematography and video production; media marketing; culture and communications in electronic environment; studying the ways in which media companies can adapt to the changing business conditions and new ways to communicate in a business environment , etc.

Students learn 18 compulsory subjects with a total number of 750 academic hours. During studies students learn 6 of the proposed 17 electives with a total number of 180 academic hours. Students have the right to study optionally facultative subjects. The master's students graduate with a thesis defence or a state examination in accordance with the Law on Higher Education.

Training in the Master programme "Media, Production and Business" provides graduates with competencies that ensure successful professional development: communicativeness, self-adequate and optimal self-Regulation of own behavior in the process of interpersonal relationships and teamwork; ability to work with modern technologies in the field of media,

skills for making business decisions in various media organizations; ability to respond effectively and creatively to the changing market conditions; a permanent self-education and improvement of vocational training; leadership and management in the field of entrepreneurial business and media marketing; building a media strategy as an integral part of the overall planning of the media organization; skills for collecting, processing, analysis and storage of socio-relevant information, knowledge of the mechanisms by which modern media operate; work in graphic design, practicing and exercising visual literacy, independent work in the field of video filming, montage, photography.

Master program lasts two semesters of continuing education of students in the professional field
 3.1. "Sociology, Anthropology and Cultural Studies" after acquired a degree of "Bachelor" / "Master" in the majors in the same professional field, in "Business Management" in the professional field 3.7. "Administration and Management" and specialties in the professional field 8.4. "Theatre and Film Arts".

Areas for professional development of the master graduate from the program "Media, Production and Business":

The specialist who graduated the Master program "Media, Production and Business" gets degree "Master" with professional qualification "Media, Production and Business". He is prepared to work in the modern conditions in the area of production and business, including in the field of graphic design, video, photography, studying the media audiences, entrepreneurship, management of media organizations, etc. Master graduates work as: specialists and producers in the field of media business, specialists in the field of video production, bloggers, editors, reporters; experts in the field of mass media, specialists in the marketing and advertising in media, analysts, content providers, and specialists in online media; graphic designers, specialists in the production of video and photographic images; professionals working in social media, etc.

MA PROGRAMME „MEDIA, PRODUCTION AND BUSINESS” - CURRICULUM

ONE YEAR REGULAR AND EXTRAMURAL STUDY

First year			
First semester	ECTS credits	Second semester	ECTS credits
Film production	4	Marketing research	3
Television production	4	Finances in a non-production environment	3
Introduction to the graphic design	4	Radio production	3
Culture and communications in the electronic environment	4	Media manipulations and market economy	3
Introduction to business	4	Elective 1	3
Introduction to cinematography and video filming	4	State exam or thesis defense	15
Elective 1	3		
Elective 2	3		
Elective courses (students choose two subjects)		Elective courses (students choose one subject)	

Web design	3	Entrepreneurship	3
Business English	3	Development of routes for cultural tourism	3
Culture and communications in the media organization	3	Fashion and lifestyle media	3
Introduction to the production of photo images	3	Business communications	3
Management skills	3		
	Total		Total
	30		30

The total number of credits is 60.

ACADEMIC COURSE DESCRIPTIONS

Course name: **FILM PRODUCTION**

Semester: **I semester**

Kind of Course: **Lectures and seminars**

Hours per week: **4**

Number of Credits: **4,0 credits**

Lecturer: **Assistant prof. Nonka Obreshkova, PhD**

Department: **Department of theater, television and cinema**

Course status in the Educational Curriculum: **Compulsory course from the educational curriculum in "Media, Production and Business"- Master degree.**

Course description: The course "Film Production" is designed for students studying to acquire a degree "Master" with professional qualification "Media, Production and Business". The course of lectures introduces students to the nature of the film, the production functions of producer and managing production projects in the film industry.

Course Aim: The aim is: (i) students to acquire basic theoretical knowledge of Producing the film industry, (ii) to know the specifics of the production activity and specifics in the management of production products, (iii) to be familiar with the laws and regulations in the field of the production activity in audiovisual production. Good communication and literacy skills.

Educational Methods: The lectures are conducted by computer and multimedia, presenting the basic definitions and content is presented graphically and through multimedia programs - sound and image. The course ends with an exam at the end of the first semester. A priority in training is practical and independent work of students. It is evaluate knowledge, skills and competence during seminars in the course of the current control. The

Evaluation:	course include: conducting input current control in each seminar session. The current assessment is done through the following methods: Oral discussion, expressing their own reasoned opinions concerning the subject treated in seminars; Oral presentation and defense of theses contained in a paper set; Check acquired knowledge by solving tests and controls on the taught material; Ability to present and successfully defending their own ideas; Using a creative approach in solving cases.
Course Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
	Literature:
	1. Obreshkova, N. Creative sequitur cinematographico - praeexigitur processu productionis Blagoevgrad, MMXII.
	2. Halatchev, L., Documentali film - gradus, KADIAK film, 2008
	3. Meltev, M., Electronic media et cinematographico. S. Centrum NBU Press, 2012
	4. Zakon za avtorskoto pravo i srodnite mu prava, obn. DV. br.14 ot 20 Fevruari 2015
	5. www.mediadesk.bg/

Course name:	TELEVISION PRODUCTION
Semester:	I
Kind of Course:	Lectures
Hours per week:	3
Number of Credits:	4 credits
Lecturer:	Assistant Prof. Nora Obreshkova, PhD
Department:	Department of theater, television and cinema, SWU, 4th campus, 4th floor, Faculty of Arts, SWU "Neofit Rilski", Blagoevgrad, 2700
Course status in the Educational Curriculum:	Compulsory course from the educational curriculum in „Media, Production and Business" - Master degree.
Course description:	The course "Television Production" is designed for students studying to acquire a degree "Master" with professional qualification "Media, Production and Business". The course of lectures introduces students to the nature of the TV Production, features producer and managing production projects in the television industry.
Course Aim:	The aim is: (i) students to acquire basic theoretical knowledge of the production in the television industry, (ii) to know the specifics of the production activity and specifics in the management of production products, (iii) to be familiar with the laws and regulations in the field of the production activity in the public and commercial broadcasters.
Educational Methods:	Training course takes the form of lectures and exercises. It is used multimedia projector and video presentation system. According to the content of the lectures, the lectures are illustrated with tabular, graphical and audiovisual material presented in specially designed for each lecture (topic) power point presentations through multimedia

projector. To conduct seminars using tabular and graphic materials - examples of budgets, according to the funders, calendar-staging plans of shooting plans and others. The course ends with an exam at the end of the first semester. Priority in training is practical and independent work of students. Assess 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.

Preliminary Conditions: All students in Master degree have to acquire the basic knowledge and skills to analyze, summarize and interpret issues related to television production.

Evaluation: Current control

Course Educational Enrollment: After attest term and successfully examinations to the moment.

Exam Enrollment:

Coordinated with a lecturer and students inspector.

Bibliography:

1. Pravila za vklyuchvane v programite na BNT na predavaniya, s"zdateni ot nezavisimi b"lgarski produtsenti i za uchastiyeto y v s"vmestni produktsii – v sila ot 1 septemvri 2013g..
2. Pravilnik za opredelyane na reyting pragove i otsenka na rezultatite ot izl"chvaneto na predavaniya po “BNT 1”
3. Meltev, Mikhail. Televiziyata – kulturna industriya. S.: Titra, 2007. 159 s.
4. Zakon za avtorskoto pravo i srodnite mu prava, obn. DV. br.14 ot 20 Fevruari 2015g.
5. Pravilnik za strukturata i organizatsiyata na deynostta na BNT
6. Meltev, Mikhail. Televizionen produtsent. S.: NBU, 1999. 150 s.
7. Nicola Lees, Greenlit: Developing Factual/reality TV Ideas from Concept to Pitch, Bloomsbury Publishing PLC, 2010
8. Pamela Douglas, the Future of Television: Your Guide to Creating TV in the New World, Michael Wiese Productions, 2015
9. Ivan Cury, Directing and Producing for Television: A Format Approach, Taylor & Francis Ltd, 2010
10. Wendy Walker, Andrea Cagan, Producer: Lessons Shared from 30 Years in Television, Center Street, 2010

Course name: **INTRODUCTION TO THE GRAPHIC DESIGN**

Semester: **I semester**

Type of Course: **Lectures**

Hours per week: **3**

Number of Credits: **4 credits**

Lecturer: **Assoc. Professor Ivan Trenchev, PhD**

Department: **Informatics
SWU “Neofit Rilski”
Blagoevgrad, 2700**

Course status in the Educational Curriculum:	Compulsory course from the educational curriculum in "Media, Production and Business"- Master degree.
Course description:	The course offers specialized training in the field of multimedia, computer design, three-dimensional modeling and computer graphics. The training is carried out in three main areas - development and integration of multimedia applications modeling dimensional and design, computer animation.
Course Aim:	The main objective of the course is to clarify the theoretical and practical performances in graphic design.
Contents:	Introduction to computer graphics. Basic concepts of analytical geometry. Two-dimensional graphics points, lines, polygons. Objects - positioning, scaling rotation. Types of applied graphics - print graphics - Communicative graphics. Specific requirements and methods used in applications graphics - color - mainly pictorial means in applied graphics. Composition in applied graphics - essential elements. Artistic image in harmony with flowers and font. Balance - the main law in graphic design and its composition. Balancing the graphic images. Balancing through lines directions and axes of painting materials. Development of graphic materials - specificity, technologies, formats, tools. Schedule World Wide Web. Development of animation - specifics, animation techniques, technologies, formats, tools. Web animation. Software for three-dimensional computer graphics.
Educational Methods:	Priority in training is the practical and independent work of students.
Prerequisites:	Computer and information literacy skills.
Evaluation:	Knowledge, skills and competence during seminars in the course of the current control, it is importance the results achieved by the set assignments and tests.
Course Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Literature:	<ol style="list-style-type: none"> 1. Beyn, St. CorelDraw 11: Ofitsialno r"kovodstvo. SoftPres, Sofiya, 2003 2. Vulkanova, V. Grafichen dizayn. UI "Sv. Kl. Okhridski", Sofiya, 2007 3. Lolur, B. Dizayn, predpechat i pechat – ofitsialno r"kovodstvo. SoftPres, Sofiya, 2006 4. Uud, Alan B. Tsifrova palitra na grafichniya dizayner, Duo Design, Sofiya, 2007 5. Parkur, R. Profesionalen dizayn v reklamata. SoftPres, Sofiya, 2004

Course name:	CULTURE AND COMMUNICATION IN THE ELECTRONIC ENVIRONMENT
Semester:	I
Kind of Course:	Lectures
Hours per week:	3
Number of Credits:	4 credits
Lecturer:	Assoc. Prof. Tatiana Shopova, PhD
Department:	Department of Cultural Studies, SWU, 1th campus, 5th floor, Faculty of Arts SWU “Neofit Rilski”, Blagoevgrad, 2700
Course status in the Educational Curriculum:	Compulsory course from the educational curriculum in „Media, Production and Business"- Master degree.
Course description:	The logic in revealing the consistent understanding of the discipline is built according to: I. Formation of mass communication in modern society and an explanation of its essential characteristics. II. Interaction between culture and mass communication in modern society.
Course Aim:	The course aims to comprehend the essence of the phenomenon of mass communication and its place in the socio-cultural life of the people; To represent the relationship and interaction of culture and mass communication; To highlight the place and role of the Internet as means of mass communication in the modern social and cultural life.
Educational Methods:	Lectures with using of multimedia and video materials.
Preliminary Conditions:	All students in Master degree have to acquire the basic knowledge and skills to analyze, summarize and interpret issues related to culture and communications in electronic environment.
Evaluation:	Current control
Course Educational Enrollment:	After attest term and successfully examinations to the moment.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Bibliography:	<ol style="list-style-type: none"> 1. Castells, M. (2000). <i>The Rise of The Network Society: The Information Age: Economy, Society and Culture</i>. John Wiley & Sons 2. Lasswell, H. (1948). <i>The Structure and Function of Communication in Society</i>. In Lyman Bryson (ed.), <i>The Communication of Ideas</i>. Harper and Row. 3. Grossberg, L.; E. Wartella; D.C. Whitney (1998). <i>MediaMaking: Mass Media in a Popular Culture</i> London: Sage Publications 4. Keane, John. <i>The Media and Democracy</i>. John Wiley & Sons, 1991 5. Macluhan, Marchall (1964). <i>Understanding media</i>. Toronto 6. Maletske , G. (1959). <i>Television in the Life of Youth</i> Hamburg: Hans Bredow Institute.

7. *Mass media* (November 2010). Oxford English Dictionary, online version November 2010
8. McChesney, R.W. (2004) *The Problem of the Media: U.S. Communication Politics in the 21st Century*. New
9. Morin, E (1999). *Homeland Earth : A Manifesto for the New Millennium* (Advances in Systems Theory, Complexity and the Human Sciences
10. Toffler A. *Future Shock*, Turtleback Books (Oct 1999)
11. Shopova, Tatyana (2001). *Culture and Communication*, Blagoevgrad

Course name:	WEB DESI HGN
Semester:	1
Kind of Course:	Lecture and seminars
Hours per week:	2
Number of Credits:	3 credits
Lecturer:	Prof. Nina sinjagina , PhD
Department:	Informatics
Course status in the Educational Curriculum:	Elective course from the educational curriculum in "Media, Production and Business"- Master degree.
Course description:	The proposed curriculum is dealing with issues and techniques in the field of Web design. There are presented techniques associated with construction of static and dynamic pages and their merging into full websites. It deals with current software for developing websites, as well as languages such as HTML, DHTML and CSS. The course may be grounds for discipline "Internet Programming" and "Internet technologies".
Course Aim:	The objective is to form students total volume of knowledge and skills for understanding the basics of the languages HTML, DHTML and CSS. Understanding the current environment for developing web sites. Developing a comprehensive website.
Educational Methods:	Lectures and practice.
Prerequisites::	Decent computer literacy skills
Evaluation:	Current control is performed during the laboratory sessions through coursework (50% of final grade). The course ends with a written exam (50% of final grade).
Course Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Literature:	<ol style="list-style-type: none"> 1. Jennifer Niederst Robbins and Aaron Gustafson. <i>Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics</i>. Paperback, 2007 2. Patrick McNeil. <i>The Web Designer's Idea Book: The Ultimate Guide</i>

- To Themes, Trends & Styles In Website Design. Paperback, 2008
 3. Ethan Watrall and Jeff Siarto. Head First Web Design. Paperback, 2008

Course name:	BUSINESS ENGLISH
Semester:	1
Kind of Course:	Lectures and seminars
Hours per week:	2
Number of Credits:	3 credits
Lecturer:	Slavka Popova, PhD
Department:	Public Relations Law and History Faculty SWU "Neofit Rilski", Blagoevgrad, 2700
Course status in the Educational Curriculum:	Elective course from the educational curriculum in "Media, Production and Business"- Master degree.
Course description:	„BUSINESS ENGLISH” is a course connected with some basic topics for the business sphere. Theory and language will go together in this course for it is well known that practice is important in English language acquisition. The core of the business English are topics like Written Business Communication and Correspondence Employment Formalities, some specialized lexicon including Finances, Industrial Matters and Entrepreneurship. Businessman centered topics will persist in the curriculum - International Partners and Communication – verbal, non-verbal; Time Management; Management Styles; Negotiations; Business Contracts; Media Business Management. This course will be in English.
Course Aim:	„BUSINESS ENGLISH” is a university course made especially for students who want to become media specialists, who will overcome cultural differences through language efficiency and will communicate worldwide. Today’s growing necessity of multilingual specialists is the result of the globalization. Open boundaries make people travel intensively, hunt for a better paid job and knowing English for business purposes is not only necessary – it is obligatory. This course will refine students’ knowledge and develop students’ awareness of business English language and culture.
Educational Methods:	Computer projector. Online connection for use on the Internet, handouts, educational audio-video computer aids and mobile applications on "BUSINESS ENGLISH".
Preliminary Conditions:	The students should have preliminary knowledge of English at least at the lower intermediate level.
Evaluation:	There will be an exam at the end of the second semester. Notwithstanding the team work, priority will be given to the individual work in this course because knowing a language is a personal matter. Evaluation will be on

complex rather than separate activities as the four skills reading, writing, speaking and listening should be integrated. There will be a written exam at the end of the course. The final mark is formed together with the seminar marks and home assignments accomplished during the semester. The final result will have the proportion of 1:1 between the written exam and the semester students' activities.

After attesting the previously taken exams.

Course Educational
Enrollment:

Exam Enrollment:

Bibliography:

Coordinated with a lecturer and students inspector.

1. Angelova G., I. Terziyska, English for Tourism Business English, South-West University Publishing House, Blagoevgrad, 2007
2. Burns P., Entrepreneurship and Small Business, Palgrave Macmillan, 2011
3. Cross H., B. McKelcher, Cultural Tourism, Routledge, London and NY, 2015
4. Greener M., Business Dictionary, The Penguin, 1994
5. Benfari R., Understanding and Changing your Management Style, Assessments and Tools for Self-Development, 2013
6. Downes Colm, Cambridge English for Job Hunting, Cambridge University Press, 2010
7. Evans C., Time Management for Dummies, UK Edition, 2008
8. Hasson J., Brilliant Communication Skills: What the Best Communicators Know, Do and Say, Pearson, 2012
9. Hollifield C., G. Sylvie, J. Wicks, W. Lowrey, Media Management, A Casebook Approach, Routledge, London and New York, 2016
10. Jones Leo, R. Alexander, New International Business English, Cambridge University Press, 2010
11. Kalderon I., Management/Mismanagement Styles, George Gendron Editor, 2004
12. Kostadinova D., G. Georgieva, I. Nestorova, I. Sakareva, Specialized Translation, South-West University, Blagoevgrad, 2015
13. Loughheed L., Business Correspondence, Pearson, Longman, 2010
14. Ramsey R., English for International Business, Scott, Foresman and Company, Illinois, 1993
15. Multimedia, Business Correspondence, PONS, Sofia, 2004
16. Business Multimedia, Sofia, 2005
17. Popova S., English for Public Relations, South West University Press, Blagoevgrad, 2011
18. Sylvie G., J. Wicks, C. Hollifield, S. Lacy, A. Sohn, Media Management, Lawrance Erlbaum Associates, 2009
19. Walker S., The Art of Getting Things Done, Kindle edition, 2015
20. Wheeler M., Negotiations, Harvard Business School Press, Boston Massachusetts, 2003
21. <http://www.better-english.com/exerciselist.html>
22. http://www.fifoost.org/bulgarien/recht/en/commerce_law/index.php

Course name:	CULTURE AND COMMUNICATIONS IN THE MEDIA ORGANIZATION
Semester:	1
Kind of Course:	Lectures and seminars
Hours per week:	2
Number of Credits:	3 credits
Lecturer:	Assoc. prof Tatiana Shopova, PhD
Department:	Cultural Studies SWU "Neofit Rilski", Blagoevgrad, 2700
Course status in the Educational Curriculum:	Elective course from the educational curriculum in "Media, Production and Business"- Master degree.
Course description:	This course is aimed at revealing the main theoretical and methodological issues related to clarifying the issues of organizational culture and the communication processes and relationships that contribute to strengthening the corporate culture. The course clarifies the characteristics of the communication processes within the media organization and the efforts of the participants to increase its efficiency. It pays consecutively attention to the questions of nature, type and methods of organizational communication; concept, function, basic properties and elements of corporate culture; typology of the corporate culture; communication relationships within the organization.
Course Aim:	Students should be introduced to the principles, characteristics and difficulties related to the building and strengthening of the corporate culture in the contemporary society, as well as opportunities to achieve communication unity within the organization.
Educational Methods:	The course is fulfilled in the traditional manner, supported by multimedia. The lecturer sets tasks for independent work or teamwork in extracurricular workload. Following the lectures students get ready for exam. They make creative analyzes on chosen theme of the study material, self-developed reports, essays and write coursework, and etc. As auxiliaries for teaching are offered: 1/bibliography (attached to this syllabus), 2/ Multimedia and video materials. 3/ Meetings with representatives of various organizations.
Preliminary Conditions:	The students should have preliminary knowledge of Culture and Communications.
Evaluation:	There will be an exam at the end of the third semester. Notwithstanding the team work, priority will be given to the individual work in this course. There will be a written exam at the end of the course. The final mark is formed together with the seminar marks and home assignments accomplished during the semester. The final result will have the proportion of 1:1 between the written exam and the semester students' activities.
Course Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.

Bibliography:

1. Nelson, D. L., & Quick, J. C. (2011). Understanding Organizational behavior. Belmont, CA: Cengage South-Western
2. Kotter, J. (2012). Corporate culture and performance. New York, NY: Free Press.
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4. Denison, D. R. (1990). Corporate culture and organizational effectiveness. New York, NY: Wiley.
5. Lewis. Ellen. (2008) Great Ikea! A Brand for All the People, 2008, Marshall Cavendish Limited; 2nd edition
6. Joseph Michelli (2006) The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary, McGraw-Hill Education; 1 edition
7. Hristova, T. and team. 2006 10 golden rules for teamwork.

Course name:	INTRODUCTION IN THE PRODUCTION OF PHOTO IMAGES
Semester:	I semester
Kind of Course:	Lecture
Hours per week:	2
Number of Credits:	3 credits
Lecturer:	Professor Pavel Milkov
Department:	Theatre, Cinema and Television Arts Faculty of Arts
Course status in the Education Curriculum:	Elective course from the educational curriculum in "Media, Production and Business"- Master degree.
Course description:	The material will acquaint students with the new capabilities of photography, with the new trends in the creative development of individual genres of photography, in the development of modern methods of fixing the image as an electronic - digital image.
Course Aim:	The objective is to form students' total volume of knowledge and practical skills necessary in achieving the tasks for the practical implementation of the photographic image.
Educational Methods:	Lecture, demonstration, practice.
Prerequisites::	All students in Master degree have to know how photography works, how to obtain images.
Evaluation:	Coursework examination
Course Educational Enrollmer	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Literature:	<ol style="list-style-type: none"> 1. Freemman, Michael. THE PHOTOGRAPHER'S EYE, Composition and Design for Better Digital Photos, 2007 2. Langford, M, Andrews, Philip. Langford's Starting Photography, The guide to great images with digital or film, Fifth Edition,

- AMSTERDAM, 2007
3. Hedgecoe, John. The book of photography, LONDON, NEW YORK, UNICH, MELBOURNE, DELHI. 2005
 4. McCartney, Susan. Photographic Lighting Simplified, 2003
 5. Praker, D. Basics Photography, 2007.
 6. Ralph E. Jacobson, Sidney F. Ray, Geoffrey G. Attridge, Norman R. The Manual of Photography, Photographic and digital imaging, Ninth edition, 2000, Oxford
 7. Saffir D. Mastering Digital Color A Photographer's and Artist's Guide to Controlling Color, 2006
 8. Ward, Peter. Picture Composition for Film and Television, 2002

Course name:	MARKETING RESEARCH
Semester:	2
Kind of Course:	Lectures and seminars
Hours per week:	3
Number of Credits:	3 credits
Lecturer:	Assist. Prof. Dinka Zlateva, PhD
Department:	Management and Marketing , SWU, 3 th campus, 3 th floor, tel. +359 73 88 59 52 Faculty of Economics SWU "Neofit Rilski", Blagoevgrad, 2700
Course status in the Educational Curriculum:	Compulsory course from the educational curriculum in „Media, Production and Business" - Master degree.
Course description:	The course "Marketing research" is naturally and logically related to knowledge in "Marketing" and "Statistics". It has a key role in the formation of the system of scientific knowledge and skills necessary for students acquiring a master's degree in subject: Media, the Production and business. Based on general and specific knowledge gained in the Bachelor's degree, training is a continuation and logical upgrade knowledge with parallel acquisition of new knowledge, the formation of habits and skills that will have high practical value for students for their future realization.
Course Aim:	The aim of the course is to form knowledge and skills in students, on the application of modern methods of qualitative and quantitative analysis in marketing research.
Educational Methods:	Lectures with using of multimedia and video materials.
Preliminary Conditions:	All students in Master degree have to acquire the basic knowledge and skills to analyze, summarize and interpret issues related to marketing research, which is the basis of making correct management decisions.

Evaluation: Current control
 Course Educational Enrollment: After attest term and successfully examinations to the moment.
 Exam Enrollment: Coordinated with a lecturer and students inspector.
 Bibliography:

1. Belyaev, VI, Marketing: Fundamentals of Theory and Practice, KnoRus, Moscow, 2010
2. Blagoev, V. Marketing, ed. "VEKKO" Ltd., Sofia, 1998
3. Zhelev S., Marketing Research, Univ. ed. "Economy", S., 2008.
4. Kotler, F., Marketing Management, ed. "Grapheme", I volume, S., 1996
5. Nikolova, N., Statistics - General Theory, ed. "Tempo", S., 2008

Course name: **RADIO PRODUCTION**

Semester: **2**

Kind of Course: **Lectures**

Hours per week: **2– 0- 0**

Number of Credits: **3,0 credits**

Lecturer: **Rosinka Prodanova, PhD**

Department:

Course status in the Educational Curriculum: **Elective course from the educational curriculum in „Media, Producing and Business" - Master degree.**

Course description:

Topics covered in the curriculum of the Master's program, cover the theory of public communication, the specificity of the different media. Special emphasis is placed on radio communication. Preparation of students is aimed at acquiring knowledge and skills for organization, management and implementation of advanced radio products. Providing practical activities - speaking techniques, editing, structuring and presentation of texts for news reportage; interviews, surveys and other genres. Providing knowledge of terminology that is being handled in radio management processes radio organization, financing and management of media projects at various stages of their production, media planning and entrepreneurship, knowledge of the techniques of work related to the creation of various radio products.

Course Aim:

This course aims Graduates to understand the essential characteristics of the system of public communication; to distinguish the specific characteristics of the media; to know the basic radio genres and practical techniques for implementation; means for implementing a successful radio; the basics of the management, the process of production and realization of radio products.

Prerequisites:

Good communication and literacy skills

Educational Methods:

Lectures are conducted with the use of computer and multimedia. Students present coursework on the issues of the course to demonstrate the

application of the conceptual apparatus, critical mastering of different information sources, necessary for the study and interpretation of the problem.

Evaluation:
Course Educational
Enrollment:
Exam Enrollment:
Literature:

Project work; written exam
After attesting the previously taken exams.
Coordinated with a lecturer and students inspector.

1. Lasuel, H. Schramm, Y., Roberts, D., Makkueyl D., communication, S., 1992
2. Arnold, Bernd-Peter, ABCs of radioto..S., 2000
3. Atanasov K. Handbook of the presenter, Center for Media Development, 2000
4. Dimitrov, V., Organisation and Management of the radio, S.1980
5. Fileva, Petranka. Economy of the means for mass communication. C, 1998.
6. Fileva, Petranka. Media and money. S., 1999.

Course name:

ENTREPRENEURSHIP

Semester:
Kind of Course:
Hours per week:
Number of Credits:
Lecturer:
Department:

2 semester
Lectures and seminars
2
3 credits
Professor Raja Madgerova, PhD
Management and Marketing, SWU, 3th campus
Economic Faculty
Tel. +359/73/88 59 52

Course status in the
Educational Curriculum:
Course description:

Compulsory course from the educational curriculum in "Media, Production and Business"- Master degree.

Course Aim:

The course is aimed at revealing the nature, content, management and organization of entrepreneurial business in the market economy.
The aim of the course "Entrepreneurship" is to give students a thorough knowledge of the theoretical and practical problems of the entrepreneurship and to explore the basic approaches to its realization in the modern world. All students in Master degree have to know the theoretical foundations and development of economic theory of entrepreneurship; learning about the nature and characteristics of entrepreneurship, its role in solving economic problems and the necessary economic conditions and institutional preconditions for its development.

Educational Methods:
Prerequisites:
Evaluation:

Lectures
Background knowledge of economic processes
Coursework; Written exam

Course Educational Enrollment: After attesting the previously taken exams.
Exam Enrollment: Coordinated with a lecturer and students inspector.
Literature: 1. [Brigitte Berger](#) The Culture of entrepreneurship, 1991
2. Peter H. Werhahn. DER UNTERNEHMER. SEINE ÖKONOMISCHE FUNKTION UND GESELLSCHAFTSPOLITISCHE VERANTWORTUNG Editor: ORDO SOCIALIS Publishing Company: Paulinus-Verlag, Trier, 1990
3. Peter F. Drucker .Innovation and Entrepreneurship, 1993

Course name: **DEVELOPING A ROUTES FOR CULTURAL TOURISM**

Semester: **2**
Kind of Course: **Lectures**
Hours per week: **2**
Number of Credits: **3 credits**
Lecturer: **Prof. DSc. Vassil Markov**
Department: **Cultural Studies, SWU, 1th campus, 5th floor, tel. +359 73 88 78**
Faculty of Arts
SWU “Neofit Rilski”,
Blagoevgrad, 2700

Course status in the Educational Curriculum: **Selectable course from the educational curriculum in "Media, Production and Business"- Master degree.**

Course description: The course presented the principles and possibilities of developing cultural tourism routes. Presented specificities of the different types of cultural tourism. With the help of the teacher, students develop new routes for cultural tourism on a specific theme and for a particular region.

Course Aim: The course covers the principles and methods for creating cultural routes. Students learn the species cultural routes: creating cultural routes geographically; creating cultural routes chronological principle; establishment of cultural routes in combination with other types of tourism;

Educational Methods: Lectures with using of multimedia and video materials, etc.

Preliminary Conditions: All students in the master's degree should acquire basic knowledge and skills to develop routes for cultural tourism

Evaluation: Current control

Course Educational Enrollment: After attest term and successfully examinations to the moment.

Exam Enrollment:

Coordinated with a lecturer and students inspector.

Bibliography:

- 1.Dabeva, T., Lukanova, G. The Role of Hotel Superstructure for the Development of Cultural Tourism. In: International Scientific Conference: Cultural Road Via Pontica. Cultural Tourism Without Boundaries. Sofia, 2012, p.38-45
- 2.Fol, V. Means of Developing the Via Pontica Cultural Rote. In:

- International Scientific Conference: Cultural Road Via Pontica. Cultural Tourism Without Boundaries. Sofia, 2012, p. 10-12
3. Georgiev, G., Tersiyaska, I. On the Classification of World Cultural and Natural Heritage Sites. In: International Scientific Conference: Cultural Road Via Pontica. Cultural Tourism Without Boundaries. Sofia, 2012, p. 13-24
4. Ilieva, K. The Role of National Cuisine in Cultural Tourism. In: International Scientific Conference: Cultural Corridor Sofia-Ohrid. Cultural Tourism Without Boundaries. Sofia, 2011, p. 112-115
5. Kicheva-Kireva, M. Via Pontica – Educational and Cultural Travel. In: International Scientific Conference: Cultural Road Via Pontica. Cultural Tourism Without Boundaries. Sofia, 2012, p. 157-165
6. Krastev, T. Cultural Roads: A Tool for Dialogue and Resource for Development. In: International Scientific Conference: Cultural Corridor Sofia-Ohrid. Cultural Tourism Without Boundaries. Sofia, 2011, p. 14-20
7. Madgerova, R. Tourist Motivation as a Factor of Cultural Tourism Product Policy. In: International Scientific Conference: Cultural Road Via Pontica. Cultural Tourism Without Boundaries. Sofia, 2012, p. 57-59
8. Markov, V. The Legend a Dragon Kidnaps a Maiden from Rusokastro as Intangible Cultural Heritage and as a Source for Cultural Tourism. In: International Scientific Conference: Cultural Road Via Pontica. Cultural Tourism Without Boundaries. Sofia, 2012, p. 30-32

Course name:	FASHION AND MEDIA LIFESTYLE
Semester:	2
Kind of Course:	Lectures
Hours per week:	2
Number of Credits:	3 credits
Lecturer:	Assist. Prof. Dr. Silvia Petrova
Department:	Cultural Studies, SWU, 1th campus, 5th floor, Faculty of Arts SWU “Neofit Rilski”, Blagoevgrad, 2700
Course status in the Educational Curriculum:	Elective course from the educational curriculum in "Media, Production and Business"- Master degree.
Course description:	The course introduces students of the Master's program "Media, Production and Business" in two of the most significant phenomena in modern mass culture - fashion and lifestyle, refracted through the prism of the media. Provide definitions of key concepts explored are the various manifestations of the phenomena analyzed, build critical look at the issue in question, form practical skills in the media sphere.
Course Aim:	The course aims to familiarize students with the basic theoretical developments on mass culture, fashion, identity and lifestyle; Research on

	media manifestations of the phenomena; interpretive development of skills in fashion and lifestyle media.
Educational Methods:	Lectures with using of multimedia and video materials. etc.
Preliminary Conditions:	All students in the master's degree should acquire basic knowledge and skills to develop routes for lifestyle in media.
Evaluation:	Current control
Course Educational Enrollment:	After attest term and successfully examinations to the moment.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Bibliography:	<ol style="list-style-type: none"> 1. Barthes, R. 1972. <i>Mythologies</i>, London, Paladin, 2. Бенямин, Валтер. Озарения. София: Критика и хуманизъм, 2000. 3. Norbert Bolz. <i>Das konsumistische Manifest</i>, Wilhelm Fink Verlag, München 2002 4. Castells, Manuel. <i>Information age. The power of identity</i>. 5. Липовецки, Жил, Шарл, Себастиан. Хипермодерните времена. София: Изток-Запад, 2005. 6. Морен, Едгар. Духът на времето. София: Хр. Ботев, 1995. 7. Постчовешки тела (сборник есета). София: Сема-РШ, 2005. 8. Стойков, Любомир. Теоретични проблеми на модата. София: От игла до конец, 2006. 9. Giddens, Anthony. <i>Modernity and Self-Identity: Self and Society in the Late Modern Age</i>. Cambridge: Polity, 1991. 10. Giddens, Anthony. <i>The Transformation of Intimacy: Sexuality, Love and Erotism in Modern Societies</i>. Cambridge: Polity, 1992. 11. <i>Interrogating Postfeminism. Gender and the Politics of Popular Culture</i>. Ed. by Tasker Yvonne, Negra, Diane. Durham and London. Duke University Press, 2007. 12. Wolf, Naomi. <i>The Beauty Myth. How Images of Beauty Are Used Against Woman</i>. HarperCollins e-books..