



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department of Management and Marketing

ECTS Information Package

Major: Marketing

Educational and qualification degree: Bachelor

Introduction

Professional field: 3.8. Economics

The professional field 3.8. Economics includes the following majors: Finance, Accounting and Control, Marketing and Social Economics. 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 of Marketing

PURPOSE OF THE PREPARATION

The specialists who graduate in Marketing acquire theoretical knowledge and practical skills in marketing strategy and marketing research, management of business, companies and organizations. The teaching in this specialty includes specialized training in compulsory, elective and optional subjects. This creates conditions and opportunities for using the whole arsenal of knowledge. The course includes the foundations and principles that underpin the contemporary modern marketing using the foreign experience in this field. Students gain skills for adequate decision-making as well as preventive measures to avoid the risk in the market economy.

REQUIREMENTS FOR THE SPECIALIST IN MARKETING

Marketers has a highly social and economic culture. They acquire skills to use the knowledge of the marketing activities organization in respect with the financial and information security, the formation of company productive, innovative, distributional, pricing and advertising policies. The student needs to have emotional stability, organization,

businesslike and economic observation, initiative, enterprise, commercial acumen and adaptability to rapid changes in the market conditions.

COMPETENCIES ACQUIRED BY STUDENTS

- Knowledge of mathematics, legal, micro- and macroeconomics, economic theories, informatics, business history;
- Basics of marketing, management, planning and forecasting, accounting, statistics, labor economics, finance;
- Commercial law, business communications, prices and pricing policies, marketing research, consumer behavior, privatization;
- Advertising policy, commodity and innovation policy, international business, management of the marketing information systems;
- International marketing, corporate security and economic intelligence, management of sales and business logistics, operations and stock exchanges and others.
- Knowledge and skills in the wider economic, social and managerial aspects that enrich and develop the basis obtained in this direction;
- Thorough knowledge of topical issues in the international aspects of marketing;

The students who complete their studies in Marketing can exercise the following professions according to the National Classification of Occupations, 2011: - 2432/6001 Expert PR - 2434/5005 Product Manager - 2431/6001 Analyst, marketing research - 2431/6002 Expert, Marketing - 2431/6003 Expert, advertisement - 2431/6004 Expert, Pricing policy- 2431/6005 Expert, foreign Trade.

THE ECONOMIST-MARKETER are capable of:

- Applying integrated general theoretical, special and specialized economic knowledge in the conducting of marketing activities in enterprises;
- Conducting successful marketing research, making evaluations of the markets and developing marketing strategies;
- Making alternative marketing solutions and evaluating their effectiveness;
- Making complex statistical analyzes of the results of the marketing research in order to properly interpret the collected and processed information;
- Applying modern information technology of management;
- Making management decisions;
- Working in private enterprises and entrepreneurship.

The qualification characteristics of the Bachelor degree in Marketing with the professional qualification of Economist is a key document that determines the development of the curriculum and programs. It is consistent with the Higher Education Act, the Ordinance on the state requirements for acquiring the degrees of Master, Bachelor and Specialist and the regulations of the SWU of Neofit Rilski.

STRUCTURE OF CURRICULUM

FIELD OF HIGHER EDUCATION: ECONOMICS

PROFESSIONAL Filed: 3.8. ECONOMICS

MAJOR: MARKETING

EDUCATIONAL AND QUALIFICATION DEGREE: BACHELOR

FORM OF EDUCATION: FULL TIME

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Microeconomics	8,0	1. Macroeconomics	8,0
2. Mathematics - Part I	5,0	2. Mathematics - Part II	5,0
3. Basics of law	6,0	3. Theories of economics	6,0
4. Information systems and technologies	6,0	4. Elective course – Module II	6,0
5. Elective course – Module I	5,0	5. Elective course – Module III	5,0
6. Sports	0,0	6. Sports	0,0
Elective courses (Students choose one discipline)		Elective courses (Students choose two disciplines)	
<u>Elective course – Module I</u>		<u>Elective course – Module II</u>	
1. English I Part	5,0	1. Economic history	6,0
2. German I Part	5,0	2. Business communications	6,0
3. French I Part	5,0	<u>Elective course – Module III</u>	
4. Italian I Part	5,0	1. English II Part	5,0
5. Spanish I Part	5,0	2. German II Part	5,0
6. Written and spoken culture	5,0	3. French II Part	5,0
		4. Italian II Part	5,0
		5. Spanish II Part	5,0
	Total 30		Total 30
Second year			
First semester	ECTS credits	Second semester	ECTS credits
1. Marketing	8,0	1. Accounting	9,0
2. Basics of management	6,0	2. Public finances	8,0
3. Statistics	6,0	3. Elective course – Module VI	5,0
4. Elective course – Module IV	5,0	4. Elective course – Module VII	5,0
5. Elective course – Module V	5,0	5. Elective course – Module VIII	3,0
Elective courses (Students choose two disciplines)		Elective courses (Students choose three disciplines)	
<u>Elective course – Module IV</u>		<u>Elective course – Module VI</u>	
1. Planning and forecasting	5,0	1. International law	5,0
2. Management of human resources	5,0	2. Commercial law	5,0
<u>Elective course – Module V</u>		<u>Elective course – Module VII</u>	
1. European Economic Cooperation	5,0	1. Methodology of Economic Research	5,0
2. Comparative Economic Systems	5,0	2. Regional Economy	5,0
		<u>Elective course – Module VIII</u>	
		1. World economy	3,0
		2. Intellectual Property	3,0
	Total 30		Total 30

Third year		ECTS credits		ECTS credits
First semester			Second semester	
1. Labour Economy	6,0	1. Prices and pricing policy	6,0	6,0
2. Economics of Domestic Trade	6,0	2. Marketing management	6,0	6,0
3. Marketing research	6,0	3. Basics of entrepreneurship	6,0	6,0
4. Consumer behavior	6,0	4. Communication policy	6,0	6,0
5. Elective course – Module IX	6,0	5. Elective course – Module X	6,0	6,0
Elective courses (Students choose one discipline)			Elective courses (Students choose one discipline)	
<u>Elective courses – Module IX</u>			<u>Elective courses – Module X</u>	
1. Distribution policy	6,0	1. International Business	6,0	6,0
2. Management skills	6,0	2. Sales management and business logistics	6,0	6,0
3. Organizational behavior	6,0	3. Project management	6,0	6,0
4. Enterprise Accounting	6,0	4. Management of innovation	6,0	6,0
	Total 30		Total 30	Total 30
Fourth year		ECTS credits		ECTS Credits
First semester			Second semester	
1. 45 days practice and presentation of the project	2,0	1. Marketing analysis	5,0	5,0
2. International marketing	7,0	2. Economy foreign trade	5,0	5,0
3. Marketing planning	7,0	3. Elective course – Module XIII	5,0	5,0
4. Elective course – Module XI	7,0	4. Elective course – Module XIV	5,0	5,0
5. Elective course - Module XII	7,0	State examination or thesis defense	10,0	10,0
Elective course (Students choose two disciplines)			Elective course (Students choose two disciplines)	
<u>Elective course – Module XI</u>			<u>Elective course – Module XIII</u>	
1. Basics of management accounting	7,0	1. Management of small business	5,0	5,0
2. Brand management	7,0	2. Application software in market research	5,0	5,0
3. Control and evaluation activities in staff training	7,0	3. Talant management	5,0	5,0
<u>Elective course –Module XII</u>			<u>Elective course –Module XIV</u>	
1. Social policy and social security	7,0	1. Management of company investments	5,0	5,0
2. Currency and customs control	7,0	2. Organization of the enterprise	5,0	5,0
3. Risk Management and Insurance	7,0	3. Anti-crisis management of enterprises	5,0	5,0
4. International trade institutions	7,0	4. Management decisions	5,0	5,0
	Total 30		Total 30	Total 30

TOTAL FOR 4 YEARS: 240 CREDITS

DESCRIPTION OF SUBJECTS
Major: Marketing
EDUCATIONAL AND QUALIFICATION DEGREE: BACHELOR

MICROECONOMICS

ECTS credits: 8

Form of assessment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

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. 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 is a direct or indirect connection with the major issues of supply and demand, "strong" and "weak" pulse of the market on "balance", the efficiency and profitability of implementation of specific planning, reporting mandatory conditions ensuring economic development entities in the long term, etc.

Course contents:

Need, purpose, and key aspects of developing and managing projects. Nature and basic characteristics of the financial analysis of projects. Stages and key areas of financial analysis of projects. Basic financial concepts. Time value of money. Compounded and discounted cash flows. Annuities. Criteria and methods of financial analysis and project evaluation. Static methods for financial analysis of projects. Dynamic methods of financial analysis of projects. Choice between alternative projects. Methods for selecting between two or more projects. Essence of the risk in developing and managing projects. Approaches and methods of analysis and risk assessment.

Teaching and assessment:

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

MATHEMATICS - PART I

ECTS credits: 5

Form of assessment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Seminars follow the Teaching material. The goal is to impart practical training for the students to use the knowledge acquired in the SET situations that match specific conditions; to assess the knowledge, skills and competence during the seminars. The results achieved by the set assignments and tests are of high importance.

BASICS OF LAW

ECTS credits: 6

Form of assessment: ongoing assessment and final exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The students become familiar with the legal theory; they gain knowledge of the principles of public and private law, of law terminology; they also develop individual practical skills to interpret law regulations and deal with them. The curriculum is aligned with similar basic requirements of European and national universities.

Course contents:

Development of State and Law. Concept of Law. Sources. Rule. Regulations. Legal facts. Legal relationships. Law subjects. Personality. Representation. Liability. Constitution of the Republic of Bulgaria. Legislative and executive power. Judicial and local government. Civil Law. Marriage. Contract. Criminal law.

Teaching and assessment:

Lectures are held in the established traditional way. Students become gradually familiar with the material taught. Each lecture begins with a short introduction providing the necessary transition and commitment to the previously taught material. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

INFORMATION SYSTEMS AND TECHNOLOGIES

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Educational content is oriented to study 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. Within the course Information systems are considered concrete examples from real business enterprises and companies, 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

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. Lectures are enriched with tables, schemes and practical examples to illustrate theory. The course ends with an examination. In training, priority is given to practical and independent work of students. Students are informed about the organization of training, the ongoing assessment, the assessment and examination at the first lecture.

ENGLISH – PART I

ECTS credits: 5

Form of assessment: on-going testing and exam

Semester: 1

Academic hours per week: 01 + 3s

Type of exam: written

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment:

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

GERMAN – PART I

ECTS credits: 5**Academic hours per week:** 01 + 3s**Form of assessment:** on-going assessment and exam**Type of exam:** written**Semester:** 1**Methodological guidance:**

Department of Management and Marketing
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:

Erste 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.

FRENCH – PART I

ECTS credits: 5**Academic hours per week:** 01 + 3s**Form of assessment:** on-going assessment and exam**Type of exam:** written**Semester:** 1**Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

Students begin to study the first level as a tutorial. Teaching French - Part I provides for the acquisition of basic theoretical knowledge of the language and the development of basic language skills - listening, speaking, reading and writing appropriate to the level A1 of the Common European Framework. The course is highly practical

expressed in oral and written mastery of a foreign language as a means of communication. We use modern educational systems for studying French for special purposes and multimedia materials. The content covers thematic, lexical, grammatical and socio-cultural component. The topics are current in accordance with the interests of the students and provide a chance for conversation and discussion. They contribute to the acquisition of basic vocabulary and grammar and the development of communication skills.

Course contents:

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

Teaching and assessment:

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

Academic hours perweek: 01 + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing
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 breaks the barrier of speech. Seminars follow the system Progretto, 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

Academic hours perweek: 01 + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing
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 breaks 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 Masc. /fem. de los sust. y adj; presente de ind. 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.

CULTURE OF WRITING AND SPEAKING**ECTS credits: 5****Course hours per week: 0l + 3s****Form of assessment:** on-going assessment and exam**Examination type:** written**Semester: 1****Methodological guidance:**

Department: Management and Marketing

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****Academic hours per week: 3l + 2s****Form of assessment:** on-going assessment and exam**Type of exam:** written**Semester: 2****Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

Annotation:

The lectures in this course structurally covers both basic common problems of macroeconomic theory, measures of macroeconomic activity of gross domestic product, net national product, personal and personal income, aggregate supply and demand, fiscal, monetary and banking policy, international trade, balance of payments , exchange rate and economic integration. 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 subekti.Udarenieto placed on the views of evolving models of market

economy, systems, structures and agents to market relations, trends and determinants and dynamics of macroeconomic indicators.

Course contents:

Subject, object and tasks of macroeconomic theory and policy. Key macroeconomic issues and macro policy instruments. Measuring macroeconomic activity. System of National Accounts. Other indicators to measure economic activity. Economic well-being. Aggregate demand and supply. Macroeconomic equilibrium. Employment and unemployment. Inflation and its impact on the economy. Aggregate demand - definition and elements. Consumption, investment, government spending and net exports. Equilibrium volume production. Balance between aggregate spending and income. Fiscal policy. Money and banking system. Monetary policy. International trade relations. Protectionism versus free trade. Foreign exchange market and exchange rate. Balance of payments.

Teaching and assessment

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

MATHEMATICS – PART II

ECTS credits: 5

Academic hours per week: 2l + 1s

Form of assesment: on-going assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Training and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Seminars on the subject follow the taught material. The course ends with an exam. We Assess the knowledge, skills and competence during the seminars on the implementation of the monitoring. The results achieved by the set assignments and tests are of high importance.

THEORIES OF ECONOMICS

ECTS credits: 6

Academic hours per week: 2l + 2s

Form of assesment: on-going assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

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

Course contents:

Economic ideas in capitalist formations; Mercantism; Physiocratic school; Bourgeois classical, political economy; Simon de Sismondi; Jean-Baptiste Say; Thomas Robert Malthus; Historical school; Utopian socialism; Marx's political economy; Subjective school; Institutionalism; John Cairns; Neoliberalism; Econometrics; Theoreticians of the economic dynamics; Monetarism. Industrial and post-industrial society.

Teaching and assessment

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

ECONOMIC HISTORY

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course aims to introduce students to the basic problems of economic development of the world and Bulgaria from antiquity to the present day, focusing mainly on the formation and development of a modern market economy. In the process of learning to clarify those important features in the development of various economic systems that make it possible to comprehend in depth the different structures and organization of these systems, outlined in its modern structure and organization. In this context, the general world economic development over the centuries to analyze the place of Bulgarian economic development. The aim of the course is to teach students how to make a comparative analysis and characterization of different business systems to identify advantages or disadvantages in their historical development, compare and analyze their current state.

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 Wars - 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

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

BUSINESS COMMUNICATIONS

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The lecture course is presented in systematic form knowledge of business communications and public relations. The course aims to provide systematic knowledge on the key issues of business communications today's stage. The aim is to clarify the main issues related to the nature of personal communication and the ability to communicate effectively, verbal and nonverbal communication, the art of negotiation, business etiquette, approaches and methods for their implementation, requirements of modern business etiquette, and related theoretical discussions. In interpreting these problems into account, as well as the impact of the transition and the requirements of national and international standards.

Academic hours per week: 21 + 2s

Type of exam: written

Contents of the course:

Essence of ethics of business relations and communications within the organization. Regularities of interpersonal relationships. Ethical Problems of the business relationship. Ethics and ethical standards in the organization. Ethics and standards of conduct of the head. Ethics in resolving disputes and conflict situations. Business communication and its management. Communication culture in business communication. Verbal communication. Nonverbal communication. Remote communication. Rules and etiquette of business relations - rules of business relations. Features of business communication with foreign partners. The culture of the organization. Culture as a system of values. Corporate culture. Components of modern corporate (company) culture. Components of modern corporate culture. International business etiquette.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The ongoing assessment by tests is crucial for the student's assessment.

ENGLISH – PART II**ECTS credits:** 5**Academic hours per week:** 01 + 3s**Form of assessment:** on-going testing and exam**Type of exam:** written**Semester:** 2**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment:

Training of students includes their active participation in seminars, as well as ongoing training, ongoing presentations, written projects, monitoring and control. The final grade consists of 30% of the midterm exam and 70% of the final exam.

GERMAN – PART II**ECTS credits:** 5**Academic hours per week:** 01 + 3s**Form of assessment:** on-going assessment and exam**Type of exam:** written**Semester:** 2**Methodological guidance:**

Department of Management and Marketing

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, 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

Academic hours per week: 01 + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

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.

ITALIAN – PART II

ECTS credits: 5

Academic hours per week: 01 + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in Italian language Part II is still a practical course in Italian. The course follows the system "Progretto". 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**Academic hours perweek:** 0l + 3s**Form of assessment:** on-going assessment and exam**Type of exam:** written**Semester:** 2**Methodological guidance:**

Department of Management and Marketing

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 excursi3n. Expresar intenciones, alternativas...; Marcadores de tiempo:Ir a + infinitivo; Lugares y monumentos de inter3s: Andalucia; Qu3 has hecho? Hablar de hechos pasa-dos; dar excusas; Preterito perfecto; peterito indefinido; Pintura esp. e hispanoamericana. Cu3ntale qu3 pas3. Describir estados de ani-mos y objetos; Preposiciones:en,a,desde, hasta,entre; pron.negativos nadie/nada; M3sica hispanoamericana. Viajar en avi3n. Hacer proyectos y predecir; hablar por telefono; Comparacion. Futuro imperfecto; El tiempo en Hispanoam3rica. Antes y ahora. Describir en pasado; expresar la frecuencia; El v. "quedar". Preterito imperfecto; Una visita a ciudad de M3xico. Instrucciones. Expesar obligacion,posi-bilidad, negacion, indife-rencia; Pron.pers CI. Las condiciones. Hay qye + infinitivo. La lengua espanola en el mundo. Acontecimientos del pasado. Expresar acciones interrumpidas por otra; Pr.indefinido; Estructuras comparativas; Acontecimientos hist3ricos en Espa3a 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**Academic hours per week:** 31 + 2s**Form of assessment:** on-going assessment and exam**Type of exam:** written**Semester:** 3**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

Annotation:

This course aims to meet the needs of students knowledge of economic management methods in a market economy. In the training process will be obtained enough information on methods and approaches how to properly solve the problems of production and realization of production companies how to quickly adapt to the needs and market changes, why differentiated to potential users and others. program provided address major issues concerning the nature, role, resources and capabilities of marketing. acquired theoretical knowledge in marketing and to give them practical and completeness. Along with the fundamental knowledge the course aims to develop skills in applying this knowledge into practice. This determines the interdisciplinary nature of teaching and learning and the expected results that the resulting knowledge will help the study, as other disciplines and the disciplines of economic and business focus.

Course contents:

Occurrence, role and concepts of marketing; Marketing environment; Methodological and information provision and use of market research; Marketing programs; Research on markets and consumer needs; Marketing Strategies; Market segmentation and product positioning; Marketing services; Goods such as marketing tool; Distribution as a marketing tool; Prices as marketing tool; Penetration of goods as marketing tool; Planning and control of marketing activities.

Teaching and assessment

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

BASICS OF MANAGEMENT

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course lays emphasis upon the theory combined with its practical application and the difference between the experience of the world leading companies and Bulgarian practice. The program corresponds most directly to more specific management sciences, such as Personal Management, Industrial Management, Innovative Management, etc. as well as Marketing, Microeconomics, and Macroeconomics. The purpose of the academic discipline is to give the students fundamental knowledge on the theory of management providing the basis for studying other, more specific management sciences. Expected results: To create skills for practical application of management strategies, policies, methods and tools.

Course contents:

The essence of management. Historical survey. The main schools and trends. Comparative analysis of American, Western-European and Japanese schools of management. Strategic management. Essence and types of strategies. Environment – essence, indicators. Algorithm and construction of strategy. Strategy, goals and company mission. Company culture. Strategic planning – essence, stages, and algorithm. Methods of 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. Negotiations conduct. Profile of foreign partners.

Teaching and assessment

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

STATISTICS

ECTS credits: 6

Forms of knowledge assessment: ongoing assessment and exam

Semester: 3

Methodical division:

Academic hours per week: 21 + 2s

Type of exam: written

Department of Management and Marketing
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 information 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, 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 addictions, Statistical study of development indexes.

Training and assessment:

Lectures are held in the established traditional way, students become gradually familiar with the material taught. Each lecture begins with a short introduction, providing the necessary transition and commitment to the previously taught material. In the process of familiarizing students with the new theme, some conversation is done in order to achieve continuity between lectures and to make students draw their own conclusions. The lectures are richly illustrated both schematically and with tables, with the necessary training examples. The course ends with a final exam. Priority in training is given to the practical and independent work of students. In the ongoing control we assess the knowledge, skills and competence during the seminars, and the results achieved by the set assignments and tests are of great significance.

PLANNING AND FORECASTING

ECTS credits: 5

Academic hours per week: 21 + 1s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 3

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

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

Contents of the course:

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

Teaching and assessment

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

MANAGEMENT OF HUMAN RESOURCES

ECTS credits: 5

Academic hours per week: 21 + 1 s

Forms of knowledge assessment: ongoing assessment and exam

Type of examination: written

Semester: 3

Methodical division:

Department of Management and Marketing
Faculty of Economics

Annotation:

Students will become familiar with current thinking, practical approaches and tools for human resources management. During the training they will receive sufficient information about the assumptions that underlie the theory of human capital and the mechanisms for the full utilization of human resources. They will differentiate into specific methodology and technology for application to various systems, programs and tools. Special attention will be given to motivation and mobility. Undergraduates will learn about the importance of context and the management team in developing and implementing systems for managing human resources. The course is consistent with the current workload and allows to study the nature, role, tools and management capabilities of this extraordinary resource of any system. The aim of the course is to equip students with knowledge and skills in teaching and to raise their clear vision and belief that human resource management is a modern concept and offers a system of tools to achieve the company's goals for economic prosperity of each system in the modern world.

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 safe and healthy working conditions.

Training and assessment:

Lectures are held in the established traditional way, students become gradually familiar with the material taught. Each lecture begins with a short introduction providing the necessary transition and commitment to the taught material already. In the process of familiarizing students with the new theme conversation is done in order to achieve continuity between lectures and they, themselves, to reach conclusions that would bring in new material. Seminars on the subject follow the taught material, the goal is to impart practical orientation, the acquisition of skills in students to apply acquired knowledge, using them in situations conventionally defined according to specific conditions. Students are informed about the organization of the training, the specifics of the ongoing control and system of assessment on the first lecture and practical exercise.

EUROPEAN ECONOMIC COOPERATION

ECTS credits: 5**Academic hours per week:** 21 + 1s**Form of assessment:** on-going assessment and exam**Type of exam:** written**Semester:** 3**Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

The course aims to familiarize 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:

Lectures are conducted in the traditional way, students become familiar with the learning material. Charts, maps, diagrams and other illustrations are used in the lectures. The students review related documents and bibliography in libraries and information centers in the EU. They use current information from the Internet. Students need to be informed about the methods of evaluation.

COMPARATIVE ECONOMIC SYSTEMS

ECTS credits: 5

Form of assessment: on-going assessment and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The lecture course is designed to meet the needs of students of knowledge about the different types of economic systems operating in conditions of globalization and market integration. In the training process students will receive sufficient information about the motivational, financial and institutional mechanisms governing production potential and international competitiveness of the main types of economies, their main characteristics and evolution of the world economy. We study the models of market economies and liberal conservative and a centralized command economy. The course is suitable for the intended workload by allowing students to absorb the essence, role, resources and capabilities of comparative economic systems.

Course contents:

Comparative economic systems. Mechanisms and institutions. Ideology and practice. Types of economic behavior. Dignity and systemic disorders. Classification of economic systems. Basic concepts and categories. Structures, objects and scope of economic systems. The principle of consistency in interconnection models. Mechanism for reaching a balance between demand and supply. Walrasian prices. Macroeconomic aspects. Mechanisms and institutions. Productivity, efficiency and social justice. Western and Eastern market approach. Evaluation of the comparative potential of national economies. Indicators of economic growth. Systematic strategies. Functioning of the global economy. Principles of international economic security.

Teaching and assessment

Training course takes the form of lectures. Mandatory at the beginning of each lecture is a brief introduction, providing the necessary transition from one topic to another. In the process of familiarizing students with the new theme discussions are made in order to achieve continuity between lectures and to make students draw their own conclusions. The course ends with an exam at the end of the fourth semester. A Priority in training is practical and independent work of students.

ACCOUNTING

ECTS credits: 9

Form of assessment: on-going assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Accounting aims at giving the students comprehensive knowledge on theoretical bases and methodological approaches in the line of the registration, producing and preparing reporting information by the businesses and presenting it in their financial statements. Hence, the main stress is put on the necessity of good knowledge and understanding of the internal logics, structure and contents of the elements of the annual financial report, on the comprehensive acquaintance with the mechanisms of reporting accounting objects. This will make clear for and help future economists, analysts and managers how to use structured accounting information in their activities, origin of which they could control and check for fair presentation and compliance with accounting standards. Lectured material, illustrative examples, prepared cases and practical tasks aim at consolidating the knowledge received in the frame of the course, and pushing the students in enlarging and developing it individually through real application in their practical work. The discipline is basic in teaching of specialist graduating from the university as an economist with a higher qualification. Categories learnt in the course are significant for the disciplines, connected with Business planning, financial management, Taxation, Finance and tax control, internal audit. It is a base for further tuition in special accounting disciplines as Financial accounting, International financial reporting standards, Financial statements, Managerial accounting.

Course contents:

Introduction to accounting. Principles of accounting and documentary evidence. Assets. Sources (capital and liabilities). Business transaction. Revenue and cost. Recording the effects of the business transaction into the balance sheet and income statement. Account. Chart of accounts and verification of the fair recordings in the accounts. Accounting entry. Reporting depreciated assets. Depreciation of long-term assets. Reporting inventories. Reporting cost and revenues and determining the financial result. Stock-taking. Forms of accounting

Teaching and assessment

Academic hours per week: 21 + 1s

Type of exam: written

Academic hours per week: 31 + 3s

Type of exam: written

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

PUBLIC FINANCES

ECTS credits: 8

Form of assessment: on-going assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course is aimed to provide the students with the basic knowledge about the state fiscal and budget policy. The material includes a reasonable compromise between theoretical and practical information. The course is aimed at letting the students: (i) consider the particularities of the state finance system; (ii) acquire new basic knowledge and skills for organizing and managing of the public finances; (iii) be aware of the methods for planning and regulating in the state fiscal and budget sphere, as well as of the applicable organization structures in this regard; (iv) apply the existing techniques for generation of innovative and creative ideas in the tax policy; (v) be able to identify, evaluate, avert and limit the risk that accompanies the management of the public finances.

Course contents:

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

Teaching and assessment

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

INTERNATIONAL LAW

ECTS credits: 5

Form of assessment: on-going assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The subject of International law deals with the legal principles and statutes in the relations between countries and other subjects of the International law /International organizations, state-like structures and nations in the process of the state-building/. The core of the subject lies in the following issues: the correlation between international and national law; the legal continuity at the processes of dissolution and creation of countries; the shapes and forms of international amenability; main human rights and freedom; citizenship, legal status of foreigners, etc.; state territory and frontiers; legal regime of international rivers, territorial sea, continental shelf and open seas; air and space law. Especially taken into consideration are: international treaties (definition, structure, name, forms, contraction and termination);

Course Contents

Concept, essence and specifics of the International law. Sources, widely-recognized principles and statutes. Correlation between national and international law. Subjects of the International law – main rights and obligations of the state and the international organizations. Origin and decay of the state as an international law subject – recognition and international legal continuity. State, international organizations and individual amenability – forms and settlement. Main human rights and freedom. Genocide, racial discrimination and apartheid. Notion of citizenship. Double citizenship and lack of citizenship. Legal status of foreigners as a whole and according to the current Bulgarian legislation. State territory, notion, meaning, acquiring and loss. Legal regime of international rivers, territorial sea, continental shelf and open seas. Air and space law. International treaty – notion, structure, name and forms. Conclusion of international treaties, entry into force, action in time,

Academic hours per week: 3l + 2s

Type of exam: written

Academic hours per week: 2l + 1s

Type of exam: written

space, towards third parties and its termination. Interpretation. State bodies for foreign relations – origin, development, classification and characteristics. Diplomatic agency. Trade agency. Consular agency. Delegation in international organizations. Legal status of delegations in international meetings and special missions. International congresses and conferences - convocation, procedure and legal force of their acts. UN – goals, main principles, head bodies, membership and functions. Special UN units. Peaceful resolution of conflicts – judicial and non-judicial means. International humanitarian law and wartime law. The notion of aggression. Legal consequences of declaring war. Analysis of the peace treaty between the Alliance and Bulgaria of 1947.

Teaching and assessment

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

COMMERCIAL LAW

ECTS credits: 5

Form of assessment: on-going assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course aims to provide knowledge for codification of the rules governing the diversity and complexity of social relations in national and international trade flows in order to address key issues related to the application of law. The study involves qualification of legal situations through reflection and interpretation of commercial law; evaluation of the effectiveness of the legal framework by considering the fairness of alternative solutions and resolving conflicts of legal norms; summarizing and analyzing case law by integrating the results of law enforcement in the economic and social system 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.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction providing the necessary transition from one topic to another. In the process of familiarizing students with the new theme a discussion is made to achieve continuity between lectures and to make students come to their own conclusions. Semester certification is obtained under the conditions of the internal rules and regulations of the SWU of Neofit Rilsky . The course ends with an exam.

METHODOLOGY OF ECONOMIC RESEARCH

ECTS credits: 5

Form of assessment: on-going assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The learning content of the course in Methodology of Economic Research has been developed in accordance with the requirements for a system of knowledge management and analysis of microeconomic 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

Academic hours per week: 21 + 1s

Type of exam: written

Academic hours per week: 21 + 1s

Type of exam: written

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 costeffectiveness. 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:

Lectures are held in the established traditional way, students are introduced consistently with the learning material. Each lecture begins with a brief introduction providing the necessary transition and commitment to the previously taught material. In the process of familiarizing students with the new theme a discussion is made to achieve continuity between lectures and to reach conclusions that would introduce new material. The course ends with an exam.

REGIONAL ECONOMY

ECTS credits: 5

Form of assessment: on-going assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The aim of the course in Regional economy is to provide students with thorough knowledge of: theoretical bases of regional economy, regional analysis and regional synthesis; regional policy. The main tasks to be solved in the implementation of the curriculum are: 1. Understanding the theoretical foundations of regional economy. 2. Acquiring knowledge and skills for regional analysis and evaluation of regional synthesis. 3. Understanding the assessment of regional policy and competence for regional policy.

Course contents:

Nature, subject, objectives and principles of regional economy. Methods of regional economy. Development of the theory of regional economy. Nature of forming regions. Types of regions. Regions in Bulgaria. Regional disparities. The region as a system. Main types of interregional connections. Analysis of interregional flows through localization indices. Development of the theory of settlements. The modern theory of urbanization. Settlement network - on the organization of territorial processes. Settlement network in Bulgaria. Nature and general concept of localization. Factors, requirements and criteria for localization. Nature and impact of locational decision. Current problems of localization. General characteristics of the "society-nature" relationship. Main problem areas. Adjustment possibilities. Nature and specificity of regional efficiency. Performance criteria. Factors of effectiveness. Current trends for increasing regional efficiency in Bulgaria. Regional analysis. Regional synthesis. Factors for the development of regional economy. Regional economic growth. Nature of regional economic policy. Normative foundations. Planned approach to regional economic policy. Regional Economics and Regional Planning. Regional programs. Regional issues in the context of Bulgaria's membership in the EU. Sectoral regional policy. Regional markets. Free economic zones and cross-regional trade. Funding for property and information security as factors in regional economic development.

Teaching and assessment

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

Academic hours per week: 21 + 1s

Type of exam: written

WORLD ECONOMY

ECTS credits: 3

Form of assessment: on-going assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course aims to provide students with theoretical and applied competence in basic laws and trends in the system of the global economy and to explain the nature of certain socio-economic models in different countries, groups of countries and their integration groupings and alliances. The views and knowledge on the subject is formed on the basis of the analysis of market mechanisms and their cross-border impact, the economic policy of the state guides the development and maturity of entrepreneurship at different levels. Attention is paid to branch and reproductive schemes and proportions, the pace of economic development and sources of ecstasy, the mechanisms to implement innovations and policy in scientific and technical field questions from the international competitiveness of national economies, the promotion of item. n. "New economy" and high technology. Analyse the impact on the national economies of the processes of integration and the impact of globalization. There are also international economic comparisons to clarify the points raised by the teacher. Particular attention is paid to the comparative analysis of economic models in separate, specially selected countries in order to clarify successful approaches in the process of globalization with emphasis on transition periods from centrally planned to market economy with emphasis on mechanisms of interaction between government economic and social policy, business interests and views of organizations in the tertiary sector / business associations and industrial associations /.

Course contents:

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 to solve it. 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 ikonomicheskaka 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 practical and independent work of students. Assess 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

Form of assessment: on-going assessment and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The lecture course is presented in systematic form knowledge of intellectual property. Presents 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:

System of intellectual property. Importance and contribution of intellectual property. Intellectual property and international cooperation. Copyright and related rights. Rights related to copyright. Piracy and violations. International system of copyright. Copyright law and copyright management. Patents. Trademarks. Design. Licensing and technology transfer. Innovation and intellectual property. International cooperation in the field of intellectual property.

Teaching and assessment

Academic hours per week: 21 + 0s

Type of exam: written

Academic hours per week: 21 + 0s

Type of exam: written

Training course takes the form of lectures. The course ends with an exam. Priority in training is practical and independent work of students. Assess 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.

LABOUR ECONOMY

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Labour economy is considered as a system of social relations. These basic laws, principles, approaches and practical mechanisms influence policy makers and encourage employees in the course of their economic development. Labour economics is the science of dialectics and efficiency of labour in connection with the systematic improvement of productivity, quality and competitiveness combined with the implementation of modern and progressive forms and payment systems. Here contemporary forms of remuneration are combined with the need to create conditions for social protection of employees from the legal requirement to ensure healthy and safe working conditions, the application of rational, healthy and economically sound organization based on aesthetic and leading corporate culture, optimal separation and organization of social and individual work. Labor economy is closely related to detecting the state of population and labour resources, taking into account the needs of the application of modern industrial relations as a condition and prerequisite for achieving the unification of different interests and for achieving "social peace", a higher standard of living, observing and reporting requirements to ensure the maximum level of employment and population distribution by region and country as a whole.

Contents of the course:

Labour process and contemporary legal regulation. Reproduction of population and human resources. Labour market and product characteristics of the workforce. Employment and unemployment. Value and cost of labour. Factors determining the level and dynamics of salaries. Approaches, mechanisms and systems to determine their remuneration. Social protection of the workforce. Minimum salary. Social Security. Health and safety at work. Work organization and labour standards. Management, use and motivation of the workforce. Efficiency and quality of work. Modern industrial relations. Collective agreement.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students come to their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

ECONOMICS OF DOMESTIC TRADE

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The lectures in this course structurally covers basic problems of the economy of domestic trade. The aim of the course is the students of get in-depth knowledge of the nature, role, the main economic issues and indicators of internal trade in the modern world. The main tasks that need to be addressed in the implementation of the curriculum are learning about: the nature and role of trade for development of the national economy; the main economic issues and indicators related to the functioning of trade; organization of domestic and foreign trade enterprises.

Contents of the course:

Introduction Course. Basic concepts. Commodity market and trade. Domestic trade as subjective human activity. Realization of goods - manifestations and phases in the movement of goods to consumers. Separation of wholesale and retail. Business wholesale. Retail turnover. Resourcing of domestic trade operations. Labor resources in domestic trade. Costs in domestic trade. Results from domestic trade operations. Factors increasing the efficiency of domestic trade operations.

Academic hours per week: 2l + 2s

Type of exam: written

Academic hours per week: 2l + 2s

Type of exam: written

Teaching and assessment

The educational process in the conduct of lectures includes a brief introduction to provide a link between the previous and the new theme and familiarity with the material taught. It is envisaged that time to clarify the discussion of issues and questions from the students. During the seminars is conducted discussions and interviews. In the whole process of training within the auditorium work using interactive forms and modern electronic means. Priority in training is practical and independent work of students. Assess the knowledge, skills and competence of students.

MARKETING RESEARCH

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The main topics of the course in Marketing Research outlines the nature, types, scope and tools of marketing research as a management element of the marketing mix.

Course content:

Introduction to the course. Essence of marketing research. Process of marketing research. Defining the marketing problem. Planning of marketing research. Collecting marketing data. Analysis and assessment. Preparation and submission of the final report. Using the results of the study. System of methods for collecting marketing data. Classification methods of data collection. Interview and questionnaire. Qualitative methods. Observation. Marketing tests. Essence of the samples. Nature and advantages of the sampling approach. Need to buy market research. Preparation of a task. Choosing a market research agency. Analysis offers marketing research. Award of the study. Monitoring and evaluation of marketing research. Study of consumer behavior. Model of consumer behavior. System of factors which influence the behavior of users. Buying Process and types of purchasing decisions. Industrial marketing research. Peculiarities in the behavior of firms as buyers of industrial goods. Characteristics of the main methods to study the behavior of firms in the market. Features of advertising research. Study of the advertising content. Study of advertising channels.

Teaching and assessment:

To provide a high-quality education for students discipline combines a flexible variety of methods and forms of education: lectures on key topics, seminars and self-study in the form of coursework. Forms of control are also consistent with the nature of the course - carrying out checks at the end of each module, tests, discussion of case studies during the seminars and written test of knowledge.

CONSUMER BEHAVIOUR

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The study and knowledge of consumer behavior in the market as part of marketing is essential for the success of every company in the market. It is important for students to study the various manifestations of consumer behavior and the main factors that determine. The aim of the course is to contribute to the awareness of the need for knowledge of consumer behavior and to answer the question of how to react adequately in certain situations. For this purpose, the course create skills in students to recognize different types of behavior. The reasons for creating and learning approaches should be applicable to any behavioral direction.

Course content:

Theoretical bases of consumer behavior. Process of making a purchasing decision: Theory of consumer behavior; Approaches to making a purchase decision. Factors determining consumer behavior: cultural, social, personal and psychological factors determining consumer behavior. Process of deciding on the purchase of industrial goods: Marketing characteristics of industrial markets and organizations – process of deciding on the purchase of industrial goods.

Teaching and assessment:

Academic hours per week: 2l + 2s

Type of exam: written

Academic hours per week: 2l + 2s

Type of exam: written

Training course takes the form of lectures and seminars. Mandatory at the beginning of each lecture is a brief introduction providing the necessary transition from one topic to another. In the process of familiarizing students with the new theme a discussion is made to achieve continuity between lectures and to make students draw their own conclusions that would introduce new material. Topics of seminars follow the previously taught material in lectures. The aim is to equip students with the skills to apply the acquired knowledge. Students are informed about seminar topics in advance. During the seminars they deal with tests, assignments, case studies, which stimulate the logical thinking and making correct conclusions and decisions. They have to do a writing task during the semester.

DISTRIBUTION POLICY

ECTS credits: 6

Academic hours per week: 21 + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course aims to make students familiar with the nature, role and importance of the functions and activities of the physical distribution of goods and the participants in the distribution process. New directions of development of physical distribution are discussed as well as related business logistics and new challenges for the distribution development in terms of globalization and EU enlargement. Attention is given to the management and organization of physical distribution, management of inventories, warehousing, transport services. Special attention is paid to issues of customer service including after-sale service and the development of computer information and communication systems and technologies of physical distribution.

Course content:

Nature and functions of physical distribution. Business logistics. Globalization and European integration. Nature, objectives and strategies, functions and activities, role and importance of physical distribution. Participants in the distribution process. Business logistics and physical distribution. New challenges in the development of physical distribution in the context of globalization and EU enlargement. Management and organization of physical distribution. Corporate planning and distribution. Management of the physical flow in the downstream process. Organization of management structures and activities. Management decisions on the channels of physical distribution. Channel selection. Selection of distributors. Inventory Management. Warehousing. Inventory management. Service for physical distribution system. Selecting the type of transport. Decision on the use of outside carriers or own transport fleet. Customer service. Computer information and communication systems. Customer service in the distribution chain. Computer information and communication systems of physical distribution. The pricing and tariff policy depending on the distribution.

Teaching and assessment:

A variety of active forms of learning – role tasks, discussions and assignment of individual projects. Course material is presented in the form of lectures on key topics and seminars which further deepen the issues raised in the lectures with the active participation of the students. Lectures provide time for questions from the students, discussions as well as the use of modern technical equipment, software products and more. Assessment covers all possible forms of self-study - term papers, essays, work in research teams and others. Along with the development of theoretical issues, classes are also focused on the practical application problems. The aim is to give students the opportunity to acquire basic and additional knowledge on the course.

MANAGEMENT SKILLS

ECTS credits: 6

Academic hours per week: 21 + 2s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The training course in Management Skills is designed for students of Marketing. It explores key issues concerning the organizational and management skills which are necessary for decision making and control of the organization, working with staff, organization of meetings and conferences, working with documents and others. Training is conducted in lectures and seminars. The aim of the course is to provide students with detailed knowledge of management skills in the field of business management and specifically the marketing activity.

The main tasks that need to be discussed in the implementation of the curriculum are: Understanding the nature, character, composition and role of managerial work. Acquisition of knowledge and skills to run the organization and the processes of control.

Course content:

Management - definition and types. Functions of the Manager. Style of the Manager. The role and tasks of the marketing manager. Management culture - nature, content and form. Necessary knowledge and skills. Management information provision of management information culture. Decision-making process – management activity. Approaches to decision-making. Planning management activities. Planning manager’s personal work. Opening hours of the manager. Organization and effective use of working time. Effectiveness of managerial work. Meetings and briefs in management - organization and conduct. Manager’s work with documents. Types of documents. Manager and team. Selecting a team, delegation, teamwork, staff motivation, conflict resolution and overcoming stress. Communication skills of the manager. Written and oral communications. Skills for conducting interviews with subordinates and partners. Types of discussions. Business etiquette in management activities. Control in the work of managers.

Teaching and assessment

Lectures are held in the established traditional way, students become consistently familiar with the learning material. Each lecture begins with a brief introduction providing the necessary transition and commitment to the previously taught material. In the process of familiarization students with the new theme discussion is made to achieve continuity between lectures and to make students draw their own conclusions that would introduce new material. The course ends with an exam.

ORGANIZATIONAL BEHAVIOUR

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The aim of the training course for the students is to acquire knowledge about the organization and how it operates, what the needs of the people are and how they can be fulfilled in the best way. Students should expand their knowledge of the functioning and development of the organization, of the rules which determine how people work together, of the psychology of the organizational behavior. Knowing the theory of the organizations and their objectives will provide students with the necessary training for its application in practice.

Contents of the course:

Organizational behaviour as a scientific area and academic discipline- nature, objectives levels of analysis, approaches. Concepts of organizational behaviour - the nature of human resources and the nature of business. Individual employment behavior – individual differences, dynamics of individual differences. “I” in organizational behaviour. Motivation. Respect. Commitment. Reasons and motivation in the area of organizational behaviour. Motivation models. Types of motivation to work – attitude, involvement, commitment. Organizational theories. Groups in the organizations. Nature. Organizational roles, status and socialization. Formal groups and structure. Nonformal groups and structures, nonformal organizations. Image of organization. Organizational culture. Forms. Functions of organizational culture. Creation and development of organizational culture. Interpersonal behaviour in the group. Nature, types, problems. Interpersonal dynamics in the group. Authority, rule, organizational policy. Conflicts, types of conflicts, conflict situations. Strategies for conflict management. Management and leadership concepts. Nature and differences. Quality of working process. Stress and its management. Counseling. Group dynamics. The group as an effective team. Change management.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars discuss the theory taught in the lectures. The ongoing assessment by tests in the seminars is crucial for the students’ final assessment.

ENTERPRISE ACCOUNTING

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 5

Methodological guidance:

Academic hours per week: 2l + 2s

Type of exam: written

Department of Management and Marketing
Faculty of Economics

Annotation:

The curriculum is developed in accordance with the acting legislation of the country in Accounting - Accountancy Act, International Accounting Standards and National Accounting Standards, National Chart of Accounts and other credentials. It includes fundamental and practical knowledge of accounting, which is adequate to the requirements of the market economy. The program is structured in accordance with the advancement and participation of funds in business following the subject approach. Significant attention is paid to the issues of the creation and presentation of effective accounting information for the past reporting period to serve for the preparation of periodic and annual financial reports.

Course content:

Scientific bases of accounting in market economy. Accounting capital of enterprises. Accounting and reporting of fixed assets. Accounting and reporting of financial instruments. Accounting of commodity inventories. Accounting of biological assets. Accounting of labour and its cost. Company accounts with other legal entities and persons. Accounting of cash. Accounting of costs. Calculation of costs and salary costs of production and services. Accounting of revenue from the sale of goods and services and others. Reporting the results of the enterprise. Accounting of business communications. Simplified accounts. Unilateral accounting. Annual financial statements of business enterprises with double entry accounting.

Teaching and assessment:

Training course takes the form of lectures and seminars. Topics of seminars followed those taught during lectures. Students are informed of the seminar topics in advance. During the seminars they deal with tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making correct conclusions and decisions. During the semester students have to do a writing task during the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criterion of current control.

PRICES AND PRICING POLICY

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 6

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The course is consistent with the current workload in the specialty curriculum. The course in Prices and Pricing Policy is included in the fundamental block of compulsory courses. The aim is to lay solid foundations on which students will build on further knowledge of specific disciplines included in the upper courses of the specialty. The course is built on recent advances in theory and practice in the liberalized and the government regulated prices. During the course students should learn the theoretical basis of prices and pricing policy and gain competence in the practical application of pricing tactics and strategies implemented by companies according to the market situation.

Course contents:

Prices as a category of commodity production. Theory of prices. Features of prices. Pricing factors. Price system. The relationship between prices and the financial and banking instruments. Policy on prices. Company policies on prices. National and supranational regulation of prices. Methods of formation and forecasting of prices. Liberalization of prices in Bulgaria. State regulation of prices in Bulgaria. Price Control in Bulgaria. Prices and Living Standards

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars discuss the theory taught in the lectures. The ongoing assessment by tests in the seminars is crucial for the students' assessment.

MARKETING MANAGEMENT

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 6

Methodological guidance:

Academic hours per week: 2l + 2s

Type of exam: written

Academic hours per week: 2l + 2s

Type of exam: written

Department of Management and Marketing
Faculty of Economics

Annotation:

Accounting aims at giving the students comprehensive knowledge on theoretical bases and methodological approaches in the line of the registration, producing and preparing reporting information by the businesses and presenting it in their financial statements. Hence, the main stress is laid on the necessity of good knowledge and understanding of the internal logics, structure and contents of the elements of the annual financial report, on the comprehensive acquaintance with the mechanisms of reporting accounting objects. This will make clear for and help future economists, analytics and managers how to structured accounting information use in their activities, origin of which they could control and check for fair presentation and compliance with accounting standards by themselves. Lectured material, illustrative examples, prepared cases and practical tasks aim at consolidating the knowledge received in the frame of the course and make the students enlarge and develop it individually through real application in their practical work. The discipline is basic in teaching specialists graduating from the university as economists with a higher qualification. Categories learnt in the course are significant for the disciplines connected with Business planning, Financial management, Taxation, Finance and tax control, Internal audit. It can be basis for further tuition in special accounting disciplines as Financial accounting, International financial reporting standards, Financial statements, Managerial accounting.

Contents of the course:

The need of marketing management. Concepts of marketing management. Definition of marketing management. Contents of the process of marketing management. Activities and functions of the marketing management system. Strategic Marketing Management. Strategic planning of marketing - nature and stages. Objectives and structure of market analysis. Determining the attractiveness of the industry. Objectives of the sectoral analysis. Factors of the sector attractiveness. Stages (steps) in the analysis of the industry. Analysis of the business system. Definition of a business system. Nature and importance of the analysis. Competitive analysis - nature, tasks and structure. Competitive factors and key indicators to evaluate the factors. Methods for collecting and analyzing information about competitors. Marketing plan. Nature and purpose. Principles of preparation. Structure of the marketing plan. Main stages of developing a marketing plan. Organizational structures of marketing management in the company. Factors establishing the marketing department. Typical errors in the organization of marketing departments. Staff in the marketing department. Qualities of staff. Skills of staff. Payment of staff. Organizational documents. Control of marketing activities. Nature, objectives, control and objects.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars practice the theory taught in the lectures. The ongoing assessment by tests at the seminars is crucial for the students' assessment.

BASICS OF ENTREPRENEURSHIP

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 6

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course is aimed at revealing the nature, content, management and organization of entrepreneurial business in a market economy. The aim of the course is to provide students with in-depth knowledge of the theoretical and practical problems of entrepreneurship and explore basic approaches to its implementation in the current conditions. The main tasks that need to be included in the curriculum are: Understanding the theoretical foundations and development of the economic theory of entrepreneurship. Understanding the nature and characteristics of entrepreneurship and its role in solving socio-economic problems and the necessary economic conditions and institutional conditions for its development. Understanding the issues and approaches to organization and management of entrepreneurial business.

Contents of the course:

The economic theory of entrepreneurship. Entrepreneurship in economic theory taught by J. Schumpeter. Entrepreneurship in economic doctrine J. Schumpeter. Entrepreneurship in modern economic theory. Definition of entrepreneurship. Defining characteristics of entrepreneurs and entrepreneurship. Reasons for entrepreneurial businesses. Components of motivation of entrepreneurial behavior. Role of entrepreneurship for economic and social development. Entrepreneurial economy. Economic conditions for the development of entrepreneurship.

Academic hours per week: 2l + 2s

Type of exam: written

Role of the state to create an entrepreneurial environment. Entrepreneurship in small business. Entrepreneurship in the enterprise. Institutional conditions for the development of entrepreneurship and small business in the U.S. and EU countries. Entrepreneurship and SMEs in Bulgaria. Government policy to support entrepreneurship and small and medium business. Entrepreneurial business in a globalized world - problems and approaches to evaluation of factors for increasing competitiveness. Major business decisions for the realization of economic activity. Innovation in entrepreneurial activity - nature and importance. Sources of innovation. Evaluating the new idea. Entrepreneurial analysis and evaluation of the economic resources and optimization of their use. The risk in the entrepreneurship activity. Spheres of manifestation. Analysis and risk assessment. Entrepreneurial strategies - types, content and application areas. Entrepreneurial associations - nature, meaning, organization and management. Information support of entrepreneurial activity . Information as a resource. Information system.

Teaching and assessment:

To provide quality education to students, the course in Entrepreneurship combines a flexible variety of methods and forms of education: lectures on key topics, seminars and self-study in the form of coursework. Forms of control are also consistent with the nature of the course - carrying out checks at the end of each module, tests, discussion of case studies during the seminars and written test of knowledge. Training course takes the form of lectures and seminars. Topics of seminars follow the material taught during the lectures. Students are informed in advance of the seminar topics. During the seminars students deal with tests, assignments, case studies, the aim of which is to stimulate their logical thinking and making conclusions and decisions. Students have to do a writing task during the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control.

COMMUNICATION POLICY

ECTS credits: 6

Academic hours per week: 21+2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 6

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in Communication Policy is a prerequisite to enrich the social and economic culture of the students providing the opportunity to use the entire arsenal of knowledge acquired during their training in the specialty. The course provides a chance to exercise logical thought, to generate fresh ideas encouraging students to appreciate the benefits of unconventional thinking. The course has a key role in the formation of the system of scientific knowledge and skills necessary for the specialist in management. Based on the general and specific knowledge obtained in the general course in the basics of marketing, training appears to be a logical continuation and upgrade knowledge with parallel acquisition of new knowledge, the formation of habits and skills that will have a high practical value for students in their future.

Course contents:

Nature, place and role of advertising in marketing communications. Communications system of marketing. PR (public relations). Definition of "public relations." Origin and development of advertising. Nature and functions. Types. Organization of advertising. The main participants in the advertising process. Motivation of the subject of advertising. Developing creativity. Basics of marketing and advertising research. Planning of advertising communications. Process of the campaign. Main channels for advertising. Organizing and running an advertising campaign. Advertising constants. Printed media publicity. Advertising via electronic radiating equipment. Advertising. Other means of distributing advertising. Sales promotion. Personal sales and sponsoring.

Teaching and assessment:

Training course takes the form of lectures and seminars. Topics of seminars follow the material taught during the lectures. Students are informed in advance of the seminar topics. During the seminars students deal with tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making correct conclusions and decisions. Students have to do a writing task during the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control.

INTERNATIONAL BUSINESS

ECTS credits: 6

Academic hours per week: 21 + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 6

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

This course provides students with specialized practical training. It is built on the knowledge gained from the course under special compulsory courses dealing with the elements of the marketing toolbox. Special attention is given to the technology of the performance of different types of economic operations, addressing sequential phases of preparation, conclusion and implementation. Greater attention is paid to the traditional foreign trade operations based on the principles of international transaction of sale: brokerage transactions, re-export operations, compensation deals, leasing deals on organized markets. Students also study the complex external economic operations which occupy an increasingly significant place in the international business firms.

Contents of the course:

Terms, conditions and forms of international business development: Foreign Economic Activity of the enterprises in the context of liberalization of international trade, economic integration and harmonization of legislation with the EU. System of forms of the international implementation of sales in international markets, as part of the marketing toolkit. Deal for International Sale (ISD). Essence, features, deal technology of International Sale. Preparing ISDs. Documents for trade negotiations (offers, inquiries, orders). Conclusion and implementation of the ISD . International contract of sale (ICS). Terms of quantity and quality in the ICS. Risks of default. Condition for the price. Currency terms. Discounts. Price risk. Currency risk. Transport conditions. Franchising. INCOTERMS. Payment method. Schemes, means, forms. Risk of nonpayment or violation of contractual terms. Time of delivery, claims, guarantees, force majeure. Default risk. Intermediary operations - resale, commission, consignment, trade representation (agency). Reexport. Varieties. Switch deals (switch) and Ale - Retour (aller-retour). Deal of processing foreign resources (transaction tolling). International trade compensation. Търговия. Barter. International leasing. Types of leasing operations.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

SALES MANAGEMENT AND BUSINESS LOGISTICS

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 6

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in Sales Management and Business Logistics aims to further expand and deepen students' knowledge gained in the fundamental course in Basics of marketing. The course is of great importance because it covers the issues of organization and management of company products marketing. Students are first taught the nature and evolution of the process of selling and its place in the company marketing concept and on this basis they are later familiarized with the management and organization of sales, application of modern methods and tools for distribution, business (marketing), logistics, etc.

Course contents:

Nature and evolution of selling and selling process. Selling and marketing concept. Personal sales. The role of sellers of businesses. Types of sellers (wholesalers, retailers, affiliates, etc.). Classification of sales. Specifics of international economic transactions (transactions for international sales, etc.). The process of buying. Behavior of buyers. Interaction between buyers and sellers. The beginning of the sales process. Preparing for sale. preparation Techniques of sales. Making sales. Approach to customers. Offering the sale. Presentation. Techniques for making sales. Sales tactics. Completion of sales - rules, tips, techniques. Business logistics, marketing logistics and physical distribution. The role of sales manager. Management of sales staff. Management, planning and forecasting sales. Quoting the sales. Management of commercial areas. Requirements and changes associated with the inclusion of Bulgaria in the internal market of the European Union. Sales organization. Principles. Types of organizational structure of sales. Characteristics of sellers. Recruitment and selection of personnel for sales activities. Training of sales personnel. Payment of sales staff. Evaluation and monitoring of sales execution. Sales promotion. Increasing the effectiveness of sales

Teaching and assessment

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

Academic hours per week: 21 + 2s

Type of exam: written

help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

PROJECT MANAGEMENT

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 6

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

In the course curriculum includes common problems of development projects that are the basis for the organization and management of projects applying for EU programs. The aim of the course is to provide students with in-depth knowledge of effective project development and management process of their creation and implementation. The main tasks that need to be addressed in the implementation of the curriculum are: learning about the nature, character, content and role of the projects for the development of the organization; acquiring knowledge and skills to develop projects and get acquainted with the organization of the project, its monitoring and control, reporting and evaluation of the project.

Course contents:

Nature of project management. Identification of the project. Defining the objectives of the project. Team Building Project. Elements of the project. Additional elements of technical, investment and business projects. Risks of the project. Preparation of the project proposal. Assessment of the project proposal. Implementation of the project. Processes of project management. Monitoring and control of the project. Reporting Project. Assessment of the project.

Teaching and assessment:

In order to provide quality education to the students, the course "Project Management" combines flexible different methods and forms of education: lectures on key topics, seminars and independent work in the form of coursework. Forms of control are also consistent with the nature of the discipline - holding discussions and tests, practical tasks and a written test of knowledge.

Academic hours per week: 21 + 2s

Type of exam: written

MANAGEMENT OF INNOVATION

ECTS credits: 6

Forms of assessment: ongoing assessment and exam

Semester: 6

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course of lectures is presented in a systematic form. Views, knowledge and formulations of leading authors and economists characterize the nature and content of the course in Management of innovation. Innovation is seen in its functional and technological sequence of two possible and most widely studied levels - macro and micro wherein interpretations, conclusions and opinions mutually imply and functionally justify one another. The aim of the course is to provide students with sound knowledge and form specific skills in this crucial area of modern economy, especially in the presence of market competition. The course is set on and examine a number of general and specific economic features that characterize the strategies, forms and means for the implementation of innovation in the country. It represents the skills necessary for the innovation implementation and it reveals the extent of innovation activity and barriers, state forms and pace of innovation in our country, the European practices in this regard and others.

Course contents:

Introduction, goal and objectives of the course. The successful management of innovation - strategic task under the current economic conditions. Innovation - the central problem of the strategies and policies of the development of modern economy. Actual meaning and content of the activity. Role of innovation in entrepreneurship. Innovation process. Terminology and stages of the innovation process. Classifications of innovation. Classification criterion - type of innovation. Strategies for implementing innovation. Innovative strategies of the company. Basic strategies for product innovation. Key strategies for technological and organizational innovation management. Venture capital. Innovation Networks - a new paradigm for creating diffusion of knowledge and innovation. Innovation networks and the positions of the company. Creating technological knowledge in economic activity. Smart grids and innovation. Cultural characteristics of the

Academic hours per week: 21 + 2s

Type of examination: written

environment. Characterization of the innovator. Innovation activity and barriers to innovation. Overcoming barriers to innovation. Information needs and innovation processes in the "new economy." Innovation and intellectual property. International cooperation in the field of intellectual property. Copyright and similar rights. Industrial and intellectual property, patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and technology transfer. New trends in the development of intellectual property. Management innovations and trends in innovation. Innovative manager and corporate behavior. Corporate culture and company policy. Innovation activity and the most significant barriers to innovation in the country. Building an innovation infrastructure in Bulgaria.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

INTERNATIONAL MARKETING

ECTS credits: 7

Form of assessment: ongoing assessment and exam

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in International Marketing aims to enrich students' knowledge and build upon a link in the chain to improve students' knowledge and skills to quickly and easily adapt and put into practice the acquired theoretical aspects. The information obtained from the course in International Marketing allows the complete development of students and make them better marketers. The purpose of the knowledge gained in this course is to expand the horizons of students on the use of marketing aspects in terms of the international environment and the extent established marketing rules valid for domestic and external markets.

Course contents:

Introduction to the nature of international marketing. International environment and international marketing. International market research. Segmentation of the international market. Product policy in international marketing. Political marketing channels for international development. Strategies for entering the international market. Communication policy and international marketing. Organization and management of international marketing activities.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

MARKETING PLANNING

ECTS credits: 7

Form of assessment: ongoing assessment and exam

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course discusses the theoretical foundations of marketing planning: nature, goals, methods, and tools. Special attention is paid to the effectiveness of marketing planning in the context of contemporary models of marketing planning. The role and importance of short, medium and long term marketing planning are identified as well as the main components of the project financing.

Course contents:

Nature and importance of marketing planning. Types of marketing planning depending on the duration. Short-term tactical planning and long-term planning. How to prepare a marketing plan. Required information for the marketing plan as a document. Elements of the marketing plan. Forecasts for the sale of goods and services. Preliminary (projected) balance sheets, profit and loss accounts and balance sheets of the upcoming costs and

Academic hours per week: 2l + 2s

Type of exam: written

Academic hours per week: 2l + 2s

Type of exam: written

sources of funding. Projected capital expenditures. Methods of marketing planning. Marketing planning and analysis in the company. Internal factors in marketing planning. Project finance and its role in the materialization of financial policy. Deciding to choose alternative development projects of the company. External factors of marketing planning.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

BASICS OF MANAGEMENT ACCOUNTING

ECTS credits: 7

Academic hours per week: 21 + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The proposed curriculum is focused on the study of issues of creation and use of accounting information for internal management needs of the enterprise. The course includes problems about the nature and classification of expenses in different areas - assessment of inventories in the annual accounts and management of decision-making and the needs of internal control performance. The advantages and disadvantages of the different methods applied in the developed countries are identified. The program includes the traditional new methods for allocating indirect costs – the “ABC” method.

Course contents:

Nature and role of management accounting. Classification of costs and revenues. Accounting information to assess inventory and determination of the financial result. Method for calculating the cost of individual orders (custom method). Method for calculating the cost for technological processes (processing method). Method for calculating the cost of associated and related products. Method for calculating the cost of technological processes (processing method). Accounting information and managerial decision-making. Quantitative and qualitative factors in decision-making and influence of the restrictive conditions. Concept of costs that depend on decision makers. Quantitative and qualitative factors in decision-making and influence of the restrictive conditions. Accounting information in making decisions about maintaining or closing activities for the purchase or production of a product and determining the combination of products in order to maximize profits. Method "ABC" - calculates the cost of different types of operations (activities). The use of accounting information in pricing. The process of short-term planning - nature, stages. Budget preparation for sales, production, inventories, direct and indirect costs, cash receipts and payments. Method for calculating the cost for technological processes (processing method). Method of regulatory cost and deviation analysis.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

BRAND MANAGEMENT

ECTS credits: 7

Academic hours per week: 21 + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

This course aims to dorazvie acquired theoretical knowledge in marketing and to give them practical and completeness. The course is aimed at building and strengthening the brand. Viewing essence, main features, approaches and processes of brand management. Along with the fundamental knowledge to develop skills in applying this knowledge into practice. This determines the interdisciplinary nature of teaching and learning and

the expected results that the resulting knowledge will help the study, as other disciplines and the disciplines of economic and business focus.

Course contents:

Brand Management - nature and importance. Approaches to brand management. Concept for the brand. Value of the brand. Brand and communication policy. The process of formation and development of the brand. Brand positioning. Developing a brand plan. Building and reinforcing brand. Management brand.

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. 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.

CONTROL AND EVALUATION ACTIVITIES IN STAFF TRAINING

ECTS credits: 7

Academic hours per week: 21 + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The training course includes fundamental issues of control and evaluation of staff training. It has been developed in accordance with the state requirements for training of students in the economic specialties. The aim of the course is to provide students with thorough knowledge in control and evaluation activities and management of the industry and to make them acquainted with issues and practical approaches to training and selecting of staff in the conditions of market economy. A good knowledge of many subjects covered in the curriculum of the Marketing major is required for the successful implementation of this course. The main tasks to be solved are: the acquisition of knowledge and skills for the preparation and control of new staff, the acquisition of theoretical knowledge of the essence of staff training, the formation of skills and evaluation of employees.

Contents of the course:

The control in education - historical data. Control as a management function. Types of control. A target, subject, object, principles of control. Resourcing. The role of HR in business. Recruitment and selection of staff. Types and methods. Questionnaires and interviews. Testing - types, requirements, objectifying. Training and staff development. Training of new employees. Team work. The role of the manager. Building a model of competence for the manager. Training programs for communication skills, conflict resolution and others. Professional adaptation of staff. Control, punishment, encouraging. Scale for assessing competence of employees. Attestation - objectives, principles, functions, procedures and methods. Development of attestation cards. Measuring loyalty. Litmus test of loyalty.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

SOCIAL POLICY AND SOCIAL SECURITY

ECTS credits: 7

Academic hours per week: 21 + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course aims to provide systematic knowledge about the basic issues of social policy and social security. The aim is to clarify the basic issues related to the nature of social policy approaches and methods for its implementation as well as the related theoretical discussions. The course is directed to the principles of social policy and their forms of public implementation. It is thematically related to disciplines such as General economic theory, Basics of management, Basics of law, Demography, Human resources management and other disciplines related to the field of social work.

Course contents:

The subject and method of social policy study. Demographic processes and population policy. Human rights and social policy. Lifestyle. The State and Social Policy. Social policy in transition. Social issues of economic destabilization. Corporate social responsibility. Conflicts in social policy. System of state social security (SSS). Benefits in the Social Security system. Security systems. Social care.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

CURRENCY AND CUSTOMS CONTROL

ECTS credits: 7

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in Currency and customs control introduces students into the basic forms and methods applied in customs and exchange control, and their institutional and legal basis. The course is divided in two. In the first part, students are taught basic categories, concepts, forms and methods of customs control, as well as specific procedures and actions of customs control bodies in different arrangements. The second part of the course introduces students to the organization and forms of exchange controls and exchange rate regimes. Accordingly, students are acquainted with the regulations and penalties in the implementation of controls. The aim of the course is to acquaint students with the nature, practical application and basic tasks and roles that the custom control plays in the revenue side of public finances.

Course contents:

The nature and content of customs control. Customs Tariff. Calculation of customs. Declaring goods. Customs control regimes - import, export, transit. Customs processing procedure and customs warehousing. Temporary import and temporary export. Customs control in the application of inward and outward processing improvements. Customs control under cover of TIR and ATA. Bulgarian Foreign trade regime and trade policy measures. Exchange rate regime and currency deals. Exchange control and organization of foreign exchange of currency, exchange offices and financial houses. Currency and customs control on imports and exports and foreign currency and cross-border. Control used in the mining and processing of precious metals and gemstones.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

RISK MANAGEMENT AND INSURANCE

ECTS credits: 7

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in the part "Risk Management" structurally covers both basic common themes about the nature and types of risks related to the implementation of investment activity and specific dimensions of choice and building successful hedging strategies aimed at coverage of risk exposure. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied knowledge priority is given to the practical side of the issue topics.

The purpose of the course in the part of insurance is to acquaint students with insurance relations as a specific type of financial relationships related to the operation of risk management, as well as the specific organization and product differentiation through which they are carried out.

Contents of the course:

Introduction - risk and risks. Market, interest rate, credit and currency risk. Insolvency risk, operational, liquidity and catastrophic risk. Indicators of risk. Technology hedge financial risks. Investment strategies hedging market and financial risks (currency, credit and interest) through the use of options. Hedging of currency, credit and interest rate risks through the use of forwards and futures.

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. 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.

INTERNATIONAL TRADE INSTITUTIONS

ECTS credits: 7

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in International trade institutions aims to deepen students' knowledge of the dynamics, structure, trends and current problems of modern international trade and participation of our country in it, as well as the role of international trade institutions. In view of this trade relations between groups of countries including the so-called Triad (U.S., EU, Japan) and special trade within the EU are discussed. The emphasis is on the role of the WTO liberalization and development of world trade in the years after World War II and the role of the EU in international trade.

Course contents:

Classical and neoclassical theories of international trade. Volume, structure, dynamics and trends of the modern world trade. Current problems. World Trade Organization - the emergence and role in the development and liberalization of international trade. The object of individual negotiation "Round"-s. Results and achievements. Bulgaria as a member of the WTO. Commercial links between groups of countries. Commercial links in the Triad. North-South Trade. Bulgaria's participation in international trade. Current problems. Development of intra-EU trade. Common commercial policy in the EU common agricultural policy and other general policies - protection and subsidy measures and practices. Dynamics and structure of the European Union trade. Role and impact of the accession of Bulgaria to the EU on the development of national economy and participation in international trade and on trade relations with the EU. Role of the single currency for the development of internal integration EU trade. Forms and methods of payment in international trade. Assessing risk in international trade. Systems to promote and export insurance. Involvement and role of global commodity markets in international trade.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

MARKETING ANALYSIS

ECTS credits: 5

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course analyzes the marketing role in modern organizations: on one hand, it represents reliable basis for marketing planning, i.e. development of marketing strategies and programs and on the other, it reveals the foundations for continuous control over their performance in the achievement of objectives. Students in marketing will receive in-depth knowledge of marketing analysis methodology.

Course contents:

Analysis of micro-sales. Comparative analysis of sales. Analysis of variance. Analysis of the dynamics of sales. Index method. Analysis of the regularity of sales Analysis of the seasonality of sales. Analysis of marketing costs. Marketing productivity analysis. Analysis of consumer satisfaction. Analysis of the market portfolio.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

ECONOMY FOREIGN TRADE

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

This course aims to familiarize students with the foreign economic activity and its fulfillment. In the training process will be obtained enough information on the methodology of carrying out transfers. Reveals the role of global and regional economic organizations regulation and regulation of foreign economic activity. Issues related to foreign trade as the most widely practiced Pharma of foreign economic activity. Along with the fundamental knowledge to develop skills in applying this knowledge into practice. This determines the interdisciplinary nature of teaching and learning and the expected results that the resulting knowledge will help the study, as other disciplines and the disciplines of economic and business focus.

Course contents:

Foreign economic activity - nature and scope. Foreign trade - the emergence, development, nature and characteristics. Foreign trade - indicators categories. The role of foreign trade in the reproductive process. Free economic zones. Foreign trade deal. Preparing to conclude foreign trade transactions. Contents of the foreign trade contract. Implementation of foreign trade transaction. Organisations and companies engaged in foreign trade and international business. Efficiency of foreign economic activity.

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. 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.

MANAGEMENT OF SMALL BUSINESS

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures in Small Business Management have been developed in accordance with the general objectives of the subject of Business Management. The course structurally covers both basic general management issues of small business and problem management functional areas of its business. The aim of the course in Management of small business is to provide students with detailed knowledge of the management process in small businesses and to explore basic approaches to its realization in modern conditions.

Course contents:

Characteristics of small and medium enterprises (SMEs). The role of the small business for the social and economic development. The necessary economic requirements and prerequisites for its successful functioning. The need of small business management. Nature and characteristics of small management process. The need of strategic small business management. Analysis, evaluation and approaches to business resources optimal use. Approaches to the analysis of the small business internal statef. Defining the mission and goals of the SMEs business. 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. Managing the marketing activity of smaller wastage - defining and segmenting markets, development of marketing mix (product, price, distribution, promotion) management and organization of market research, marketing information system - functions, objectives and scope. Production management. Managing the company finances. SMEs investment management. Innovation management of SMEs. Human Resources Management - significance and features. Business organization of SMEs - positioning, organizational and management structure and organization of work

Academic hours per week: 2l + 2s

Type of exam: written

Academic hours per week: 2l + 2s

Type of exam: written

processes. Information as a key resource for small businesses. Risk management in the small firm. Types of risk and management approaches.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

APPLICATION OF SOFTWARE IN MARKETING RESEARCH

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Success in today's business world often relies on a strong marketing campaign that can motivate a target audience. Before creating of the effective marketing strategy, though, the entrepreneur needs information about their target audience and the advertising methods that appeal to them most. Using market research software could give entrepreneurs the information they need to make the next campaign successful.

Contents of the course:

CGI - Common Gateway Interface - interface of the Web-server with other applications. Specialized statistical packages SPSS, Statistics. Working with SPSS. SPSS product portfolio. SPSS Data Collection Integrated models in SPSS - analytical process, data planning, collection to analysis, reporting and deployment. SPSS Modeler - models for quickly and intuitively predicting, without programming. SPSS Decision Management features: Predictive tools and mathematical techniques to optimize transactional decisions; Combined and integrated predictive models, rules and decision logic to deliver recommended actions; "What if..." simulations to accommodate changing conditions based on the volume, variety and velocity of incoming data; A flexible and intuitive user interface to support the development and implementation of targeted configurations and content.

Teaching and assessment

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

TALANT MANAGEMENT

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Talent management is a new issue for Bulgaria in the field of human resources management. Discussed are many theoretical concepts of leading researchers and specialists known consulting companies from different countries. They bring out the nature, role and conceptual apparatus of management talent. Talent management is seen as a function of management of the company bearing its own significance and play an important role. The emphasis is on the fact that management talent is not just part of human resource management and a new modern and promising concept, providing career development of the most important for company employees - talents that need to be identified, trained, developed and saved. Students study the specific "profile" of talents and programs for talent management, including strategies and stages of development, implementation and management, as well as difficulties arising in the implementation of a modern management program talent. Attention is drawn to the main factors influencing the management of talent. Students learn both the coaching and mentoring, and the ruler-talent.

Contents of the course:

Nature and etymology of the term "talent." Evaluation of talent. Segmentation of human resources. Assessment center. His role, competence and use in management practice. Its advantages over alternative methods of evaluation in the process of identifying talent in the organization. Methods for the identification of talents. Matrix "potential - job performance." Competency Model. Functional areas in the manager's job. Determining

Academic hours per week: 2l + 2s

Type of exam: written

Academic hours per week: 2l + 2s

Type of exam: written

the needs of development. Building a profile of the position. Filing talent. Key factors influencing the management of talent. Program management talent. Monitoring the effectiveness. Coaching as a management style in the organization. Nature, definitions and opportunities for implementation. Measuring the effectiveness of the process.

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. 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.

E-MARKETING

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course of E-marketing will introduce students with the new technology trends needed for the successful positioning of firms. Electronic marketing allows companies to skillfully defend their market positions and respond to the competitive attacks. The new reality as a result of the revolution in information technology requires a different approach to consumers and their lifestyles. Along with the traditional approaches used by companies to influence audiences, today electronic marketing is used much more intensively. This opens new ways of reaching consumers and gives a new aspect of the communication with the audience. The goals and objectives of the academic course are to provide students with basic knowledge of the subject-related theory.

Course contents:

Marketing technologies on the Internet. Ways to attract visitors to the site. Gaining market share through the site and its contents. Offering free information. Personalization. Online and offline reading. Cross marketing and cross selling. Marketing of special events. Web design. The strength of the content. Online surveys and feedback. Colour scheme and site navigation. Virtual Communities. Internet communities. Interactive user groups. From global to local marketing. Cultural differences. Requirements for translation. Management of electronic image through marketing. From commodity promotion to website promotion. Ad formats used on the Internet. Universal set of ad formats introduced by IAB Interactive Advertising Bureau. Nature, sizes, rates and trends. Online measurement. User tracking. Online rating agencies. Organizations – auditors. Approaches to establishing connections with consumers. Information Technology. Relations with consumers. Marketing aimed at consumers. Modern technologies for personalization. Direct Marketing. Spam advertising - "pros" and "cons". Mailing lists and newspapers. The power of email. Specialized lists of email addresses. Database of email addresses. Choosing ISP. Providing direct access to the company, dial-up connections, leased lines. Productivity. Minimization of the cost of Internet

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

MANAGEMENT OF COMPANY INVESTMENTS

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The lecture course in Investments and Investment Policy has been worked out in conformity with the general goals of the Marketing major. Its structure consists of some common problems of the firm investment management; approaches and methods of firm analysis and evaluation. The purpose of the subject is to give students deep knowledge on the firm investment management, the formation and the main approaches to the implementation of the firm investment strategy and policy in the contemporary conditions. The main tasks to be solved when fulfilling the curriculum are as follows: gaining knowledge on the essence of the firm investment

Academic hours per week: 2l + 2s

Type of exam: written

Academic hours per week: 2l + 2s

Type of exam: written

management and the firm investment processes; gaining knowledge and skills of developing firm investment projects; gaining knowledge and skills of analyzing, assessing and selecting firm investment projects.

Course contents:

The innovations – the base of investment. Nature and features of innovations. Classification and structure. Nature and types of financing and investments. Types, elements and structure of firm investments. Basic investment bearers and conceptions. The firm investments as an object of economical regulation. Role of the investment motivation. The nature and components of the capital deposits as a form of firm investment activity. Need, purpose and main aspects of investment projects. Essence and significance of investment projects. Main financial conception. Time value of money. Compounding and discounting of money flows. Annuities. Criteria and methods for rating firm investment projects. Statistical methods. Dynamic methods. Choice of alternative firm investment projects. Methods for choosing two or more projects. Essence and types of risk in firm investment projects. Approaches and methods for analyses and assessment of risk. Firm investment management in the context of spending the means from the structural funds of the EU.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

ORGANIZATION OF THE ENTERPRISE

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The lectures in this course in structural terms include: nature and basic problems of the organization of the production process in the enterprise, essence and basic problems of organization of work in the enterprise, essence and main forms of organization of production. Along with the fundamental knowledge to develop skills in applying this knowledge into practice. This determines the interdisciplinary nature of teaching and learning and the expected results that the resulting knowledge will help the study, as other disciplines and the disciplines of economic and business focus. The aim of the course is to provide students with in-depth knowledge in this subject area.

Course contents:

Production process in the enterprise. Type and basic forms of organization of production. Parameters of the production process and basic principles of organization of production. Organising the production process over time. Organization of the use of machinery and equipment. Organization of the use of the materials. Labour Organization in the enterprise. Organization and planning of technical preparation of production. Forms of organization of production. Flow form of organization of production. Subject form of organization of production. Multiplayer form of organization of production. Current trends in the development of forms of organization of production. Organization and management of production quality. Organization of the auxiliary and ancillary services and units in the enterprise. Operational management of manufacturing enterprise.

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. 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.

ANTI-CRISIS MANAGEMENT OF THE ENTERPRISE

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures in Anti-crisis management of the enterprise have been developed in line with the overall objectives of the Marketing major. It provides basic theoretical, methodological and practical knowledge about the nature,

Academic hours per week: 2l + 2s

Type of exam: written

Academic hours per week: 2l + 2s

Type of exam: written

diagnosis and prediction of crises developing concepts for enterprise management in time of crisis as well as for crisis prevention.

Course contents:

Cycle of economic development. Nature, classification and factors of crisis situations and phenomena. Crisis in the enterprise. Diagnostic phases of crises. Crisis situations and strategies. Strategic planning in crisis situations. Methods for predicting the crisis phenomena. Controlling the operation of the enterprise. Evaluation and analysis of financial and economic activity. Development of a concept for managing crisis situations. Anticipative, reactive and crisis management. Strategic and operational response measures. Implementation of the crisis management concept. Functions of management in crisis situations. Methods for overcoming crises. Prevention of crisis situations. Formation of the management team in crisis situations.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

MANAGEMENT DECISIONS

ECTS credits: 5

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The objective of the course in Management Decisions is to extend the knowledge of the Business Administration students on the issues related to management decision-making and on that base to contribute to their complex multi-functional training. The major problems to be solved are: to learn the methods and models of choosing, making, implementing and control of management decisions; to provide general knowledge on the factors influencing the management decisions, risk and role of communication.

Course contents:

Management decision-making process. Problems and solutions: economic-mathematical models. Factors influencing management decision-making. Specific techniques in the phase of preparation of management decisions. Methods of management decision-making. Development and implementation of management decisions. Decision-making, implementation and analysis of results. Multi-criterion choice and evaluation system. Development and control of implementation of decisions. Risk in management decision-making.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.