



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department: Finance and accounting

ECTS Information Package

Major: Finance

Education and qualification degree: Master

Requirements of the professional qualities and competence of graduates:

This curriculum is for students who have graduated majors in the professional directions 3.8. Economics, 3.9. Administration and Management and 3.7. Tourism.

The Master degree program of Major "Finance" has the mission to prepare cadres who can perform managerial functions in the areas of public and corporate finance, for the different levels of the fiscal and financial system of the Republic of Bulgaria, for bank and non-bank financial institutions, for the central bank, for the financial structures of the European Union, and for state institutions which accumulate, manage and spend public funds.

Those who graduate the Major Finance can take the following positions:

- financial manager, specialist in finance in budget organizations, credit inspector, broker or dealer, tax inspector, insurance specialist, social security specialist, customs inspector etc.

REQUIREMENTS OF THE TRAINING IN THE MASTER PROGRAM OF MAJOR "FINANCE"

A holder of master degree in Major "Finance" is prepared to make managerial decisions in a dynamic business environment, to formulate concepts and strategies for the development of financial sector.

A Master in Finance applies the acquired theoretical knowledge and practical skills in the areas of:

- Bank management and marketing, risk management;
- Financial econometrics and finance of entrepreneurship;
- Central bank policy and functions;
- Public sector economy and specificity of municipal finance;
- International public finance, programs and policies of the European Union.

Those who have acquired a master degree in Major "Finance" can practice the following professions and take the respective positions in accordance with the National classification of professions and job positions, 2011:

- 1211 Managers of financial activities; - 1213 Internal audit manager; - 1346 Head of a branch of a financial and insurance institution; - 2111 Auditors and accountants; - 2441 Economists; - 2422 Specialist in administrative policy (accounting); - 7040 Head of Bulgarian National Audit Office; - 7043 Analysis and prognosis manager; - Head of strategic planning; - 7045 Head of a branch of the National Social Security Institute; - 5056 Project manager; - 3312 Credit specialist; - 3311 Securities broker; - 3313 Operations accountant; - 3314 Applied specialist statistics; - 3315 Assessor of property and damage; - 3324 Trade agent; - 4311 Accountant; - 3321 Insurance agent; - 3334 Real estate and property management agents; - 3341 Office manager; - 3351 Customs and border inspectors; - 3352 Civil servants performing tax and financial control; - 3353 Inspector in state administration on social assistance and social security; - 3359 Applied specialists in tax administration; - 4211 Bank tellers; - 4214 Debt collectors; - 4312 Employees keeping statistical, financial and insurance documents;

The qualification characteristics of Major "Finance" for Education and Qualification Degree "Master" with professional qualification "Master in Finance" is a basic document which defines and presets the further

designing of the curriculum and study course programs. The qualification characteristics is in compliance with the Higher Education Act of the Republic of Bulgaria, with the Regulations for the state requirements for awarding educational and qualification degrees of "Master", "Bachelor" and "Specialist" and with the internal regulations of the South-West University "Neofit Rilski".

STRUCTURE OF CURRICULUM

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

PROFESSIONAL DIRECTION: 3.8. ECONOMICS

MAJOR: FINANCE

EDUCATION AND QUALIFICATION DEGREE: MASTER

PROFESSIONAL QUALIFICATION: MASTER IN FINANCE

FORM OF EDUCATION: REGULAR AND EXTRAMURAL

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. International public finance 2. Central banking and bank supervision 3. International financial markets 4. European programs and projects 5. Elective course group I 6. Elective course group II	6.0 6.0 5.0 5.0 4.0 4.0	1. European economic integration 2. Risk management 3. Economics of public sector 4. Elective course group III 5. Elective course group IV State exam or Defense of a Master Thesis	3.0 3.0 3.0 3.0 3.0 15.0
Elective courses (students choose one course from each group)		Elective courses (students choose one course from each group)	
Elective courses Group I 1. Financial econometrics 2. Financial securities and derivatives market	4.0 4.0	Elective courses Group III 1. Entrepreneurship 2. Management of regional development	3.0 3.0
Elective courses Group II 1. Theoretical fundamentals of taxation 2. Taxation policy in the European Union	4.0 4.0	Elective courses Group IV 1. Corporate culture 2. Strategic planning	3.0 3.0
	Total 30		Total 30

TOTAL FOR 1 ACADEMIC YEAR: 60 CREDITS

DESCRIPTION OF ACADEMIC COURSES

Major: Finance

Education and qualification degree: Master

INTERNATIONAL PUBLIC FINANCE

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The course aims to provide the students with basic knowledge of the international aspect of the state, of public finances. The material is selected in accordance with the current workload and specifics of the course, it is presented within a reasonable compromise between theoretical and applied material. Educational content covers interstate comparative, international and global institutional features of public finances. The developed rich text material, case studies and practical tasks are aimed at reinforcing and applying theoretical knowledge in practice.

Contents of the course:

Fiscal Models. Taxation Systems. Social Insurance Systems. Breton-Woods System and its Evolution. The World Institution in the Finance and Economic Sphere. The Exchange Rates. The International Gold and Currency Reserves. Comparative Price Levels. The Balance of Payments. External Debt. Euro zone. European Budget. Common Agricultural Policy of the EU. Structural and Regional Policy of the EU. External Fiscal Shocks. External Shocks. Symmetric and Asymmetric Shocks.

Teaching and assessment

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

Course hours per week: 4l + 0s

Type of exam: written

CENTRAL BANKING AND BANK SUPERVISION

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The goal of the course is to introduce to the students the fundamentals of monetary policy, credit policy and bank risk management as well as their institutional bases. Course topics are selected to match the course hours and the specificity of the major. Through a reasonable balance between theory and empirics an emphasis is put on the relationship of economic theory with real market behavior of economic agents subject to taxation. For this purpose some topics on taxation and fiscal policies, which are not included in the study programs, are provided.

Contents of the course:

History of money and money circulation. Brief history of the central banks in Europe, including the Bulgarian National Bank. Types of central banks. Money base and money multiplier. Theories of money circulation and central bank policy – monetarism, rational expectations, real business cycles, Keynesian theories, fiscal theory of price level. Money market and financial markets – role and functions of the central banks. Exchange rate regimes and currency markets. Coordination of monetary and fiscal policy. International financial organizations. Optimum currency areas. Bank supervision.

Teaching and assessment

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

Course hours per week: 4l + 0s

Type of exam: written

INTERNATIONAL FINANCIAL MARKETS

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The course "International financial markets" aims to introduce students to the theory of capital markets, as well as the most important institutional fundamentals of stock trading and other financial transactions. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between the theoretical and empirical material gives priority to the relationship between economic theory and the actual market behavior of investors, issuers and other market agents. To this end, consider some topics not included in the curricula securities and financial markets of other economic subjects. The course "International Financial Markets" is one of the main subjects in the training of specialists with higher education in economics, specializing in finance. It specifies a number of theoretical issues related to micro and macroeconomics, while giving practical knowledge necessary for success in a competitive market environment.

Contents of the course:

Financial System. Financial markets and financial intermediaries. Theory of financial markets, CAPM. Theory of financial markets, Arbitrage Pricing Theory. Theory of financial markets, Complete System of Markets. Theory of financial markets, derivative markets. Theory of financial markets and information efficiency. Theory of financial markets, empirical aspects. Money and stock markets, the role of macroeconomic policy. Theoretical approaches to monetary and fiscal policy and their impact on financial markets. Foreign exchange markets and capital movements. Theory of optimum currency areas, a single EU financial market, the euro area. Financial supervision and self-regulation. Bulgarian Stock Exchange and financial market. Application of theories related to capital markets to Bulgarian financial market.

Teaching and assessment

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

Course hours per week: 4l + 0s

Type of exam: written

EUROPEAN PROGRAMS AND PROJECTS

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The course structurally covers both basic common themes of institutions, policies and programs of the European Union and specific problems of development and financial management of projects to apply for national and international funding. Special emphasis is placed on the specifics of project financing in European Union programs. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. The developed rich text material, case studies and practical tasks are aimed at reinforcing and applying theoretical knowledge in practice. The aim of the course "European Programs and Projects" is to provide students with an in-depth knowledge about the development and financial management of projects, about the basic approaches and techniques for applying for national and international funding opportunities and about their application in modern conditions.

Contents of the course:

Institutions, policies and funds of the European Union. National Strategic Referent Framework and Operative Programs. Operative Program "Development of the competitiveness of the Bulgarian economy" and Operative Program "Human Resources Development. Operative Program "Regional Development" and Operative Program "Environment". Operative Program "Administrative Capacity", Operative Program "Transport" and Operative Program "Technical Support". Project financing. Project cycle. Identification and analysis of the problems. Identification of the project objectives. Generation of ideas. Logical framework. Planning of the project activities. Project expenditures. Project budgeting. Application form and procedure.

Teaching and assessment

Course hours per week: 4l + 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. Assessed are the knowledge, skills and competence in the implementation of the current control, of serious importance are the results achieved by the set assignments and tests.

FINACIAL ECONOMETRICS

ECTS credits: 4.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The course is part of the basic training in economics. The course aims to build the theoretical basis for understanding the problem of measuring the economic processes, testing economic theories, evaluation of econometric models and their use in practice. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between the theoretical and empirical material gives priority to the relationship between economic theory and real opportunities for econometric analysis of the behavior of firms, consumers and macroeconomic processes in the economy. The course "Financial Econometrics" is a key discipline in the training of specialists with higher economic education. It allows for empirical evaluation of the theoretical knowledge and their actual use of the micro and macro level, while based on a minimum of basic knowledge in mathematics and statistics.

Contents of the course:

What is Econometrics? Economic information, the process of generating information, local process of generating information. Mathematical models: typology and structure. Construction phases of the model. Linear econometric models with one explanatory variable. Econometric models with an equation explaining the several variables. Econometric models with multiple equations. Testing statistical hypotheses-averages. Methods for analysis of time series. Risk theory and quantitative methods of risk assessment. Analysis of economic cycles. Queuing systems. Processes "doom and generation". Game Theory. Games with complete information. Introduction to Matlab, Working with Simulink

Teaching and assessment

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

FINANCIAL SECURITIES AND DERIVATIVES MARKET

ECTS credits: 4

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The course "Financial Securities and Derivatives Market" focuses on analytical and thorough disclosure of investment opportunities from the application of financial derivatives in the following areas: 1. Structured products and related with them diversity and investment opportunities. 2. Investment strategy based on financial derivatives to cover the equity, credit, currency and interest rate risks associated with investment activities. Aiming at the practical application, the course is designed to show the essence of the products and investment positions based on financial derivatives and on the base of concrete numerical examples to present the possibilities and effectiveness of investment strategies covering their use. Analytical presentation of structured products based on the use of financial derivative aims to introduce students with their diversity and specific need led to their synthesis. A clear presentation of the relationship investment risk - structured products - financial result is basic requirement for the presentation of the variety of structured products based on financial derivatives. Thus, not only to achieve a specific knowledge in students about diversity of the products, but also a clear understanding of financial necessity led to their application and possible outcomes of it. Depth knowledge of the properties of structured products is at the heart of building successful strategies to hedge investment risks or to take advantage from market opportunities. Following this logical connection from a presentation of the products to their specific application, the focus of the course is directed specifically to management through structured instruments based on financial derivatives, of equity, credit, currency and interest rate risks associated

with investment activities. Based on immediate practical application the course topics are rich with practical examples and case studies provide a more complete perception of students about the essence and possibilities of investment instruments studied. To add integrity of the practical aspects of the course a place is given to a presentation of the largest and most important global and regional markets for financial derivatives which provide an opportunity for direct investment activities.

Contents of the Course:

Why use Derivatives? - Interest Rate Risk, Exchange Rate Risk, Equity Risk, Transaction Risk, Options, Futures, Forward contracts, Types of traders. What are Structured Products? - Basics of structured products, Investment use of structured products, Risks in Structured Products. Standard Structured Products – part 1 - Forward products and strategies, Interest rate and cross currency swaps, Participation notes. Standard Structured Products – part 2 - Structured Deposits, Capital Protected Bonds (CPB), Composite & quanto trackers, Accelerated trackers, Equity-linked and Index-linked Notes (ELNs & ILNs). Interest rate derivatives - Interest rate futures, Interest Rate Swap Structures. Current control on themes from 1 to 5. Management of Equity risk with Derivatives - Bull & Bear strategies, Value protection strategies, Vertical, horizontal and diagonal spread, and Derivatives on stock market indexes. Management of Exchange Rate Risk with Derivatives – part 1 - Hedging strategies using forwards, Hedging strategies using futures. Management of Exchange Rate Risk with Derivatives – part 2 - Hedging strategies using options, Exchange rate swaps. Credit risk and credit derivatives - Credit risk and default probabilities, Estimating default probabilities from bond and equity prices, Default correlation, Credit default swaps, CDS forwards and options, Collateralized debt obligations. Exotic options – part 1- Nonstandard American options, Barrier options, forward starting options. Exotic options – part 2 – Convertibles, Asian options. Real options - Estimating the market price of the risk, Application to the valuation of the business, evaluating options in an investment opportunity. Current control on themes from 7 to 13. Global and regional markets

Teaching and assessment

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

THEORETICAL FUNDAMENTALS OF TAXATION

ECTS credits: 4

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The course aims to familiarize students with the fundamentals of the theory of finance and taxation in the context of the theory of social welfare, economic growth and sustainable development, taking into account the institutional foundations of public finances. The material is selected in accordance with the prescribed workload and specifics of the program. Within a reasonable compromise between the theoretical and empirical material priority is given to the relationship between economic theory and actual market behavior of companies, citizens and other economic agents subject to taxation. In order to consolidate the theoretical background of taxation we consider some topics usually not included in the curricula in the field of taxation and fiscal policy. The course is one of the main subjects in the training of specialists with higher education in economics specializing in finance. It specifies a number of theoretical issues related to micro and macroeconomics, while giving practical knowledge necessary for successful work in a modern market economy.

Contents of the course:

History of taxation. Characteristics of different types of taxation. Classic theories of taxation. Modern theory of optimal taxation. Keynesian theories of taxation. Theories of direct income taxes and indirect taxation. Supply side economics and the Laffer curve. Theory of the Flat Tax. Fiscal theory of price level. Inter-temporal and international aspects of taxation. Taxation and redistribution of resources between generations; taxation and government debt; optimization of redistribution between generations; customs tariffs and social welfare; liberalization and customs unions; creation and diversion of trade; real duty; taxation and foreign direct investment; competition in the field of taxation; issues of taxation and the EU and fiscal decentralization.

Teaching and assessment

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

TAX POLICY IN THE EU

ECTS credits: 4

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The course aims to familiarize students with the fundamentals of the theory of finance and taxation in the context of the theory of social welfare, economic growth and sustainable funding, and the most important institutional foundations of public finances. The course contains information about the tax systems of individual countries, as well as information about the sources structuring the collective EU budget.

Contents of the course:

History of taxation. Characteristics of different types of taxation in the EU. Classic theories of taxation. Modern theory of optimal taxation. Keynesian theories of taxation. Theories of direct and indirect taxes. Supply-side economics and the Laffer curve. Theory of the Flat Tax. Fiscal theory of price level. Inter-temporal and international aspects of taxation

Teaching and assessment

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

Course hours per week: 21 + 0s

Type of exam: written

EUROPEAN ECONOMIC INTEGRATION

ECTS credits: 3

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The course "European Economic Integration" is an important discipline eligible for master's degree in "Finance". The course aims to teach the basics of the theory of European economic integration and the most important institutional dimensions of the European Union, the history and legal foundations of the EU. The material is selected in accordance with the prescribed workload and specifics of the program and within a reasonable compromise between the theoretical and empirical material. Priority is given to the relationship between economic theory and actual market behavior of financial and non-financial institutions, governments, central banks and the EU institutions. In order to improve theoretical background we incorporate some topics that are not included in the curricula in international economic relations of other economic disciplines. The course "European integration" is one of the main subjects in the training of specialists with higher education in economics, specializing in international economic relations. It specifies a number of theoretical issues related to micro and macroeconomics, law, theory of political integration and more, while providing practical knowledge necessary for successful work in the field of integration of Bulgaria into the EU.

Contents of the course:

Background of the European Economic Integration. The Beginning of the West-European Economic and Political Integration. Further development of European Integration. Common agricultural policy. Structural and regional policy. EU policy on competition and free movement of goods, services, capital and labor. EU policy on the environment. EU policy with regard to developing countries. Budget and coordination of fiscal policies. Theory of optimum currency areas, the single EU financial market, the euro area

Teaching and assessment

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

Course hours per week: 31+ 0s

Type of exam: written

RISK MANAGEMENT

ECTS credits: 3

Form of assessment: on-going control and exam

Course hours per week: 31 + 0s

Type of exam: written

Semester: 2**Methodological guidance:**

Department: Finance and accounting

Faculty of Economics

Annotation:

The aim of the course is to satisfy the need of master students for knowledge about risk and uncertainty in information society and about the behavior organizations require. Enough information will be provided on how to properly formulate problems, efficiently discuss them and jointly resolve them under dynamic changes and uncertainty. The course is tailored to match the course hours and help the students become familiar with theory and practice of effective business decision making.

Contents of the course:

Theory of decision making under risk and uncertainty. Risks in business decisions. Mainstreams of business decision theory. General characteristics of the business decision efficiency tools under risk and uncertainty. Principles and practice of business decisions under risk and uncertainty. Business decisions and the organization management system under risk and uncertainty. Personal and situation factors in business decisions. Techniques for the preparation of business decisions. Techniques for the choice, implementation and control of business decisions. Challenges to business decisions in the «Organizations of knowledge». “The economic behaviorism” and collective decision making phenomena. The games as a business decision making procedure. Role and scenario games.

Teaching and assessment

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

ECONOMICS OF THE PUBLIC SECTOR**ECTS credits: 3****Form of assessment:** on-going control and exam**Semester: 2****Methodological guidance:**

Department: Finance and accounting

Faculty of Economics

Annotation:

The course structurally covers both basic common themes about the role of the public sector in the economy and specific problems of public spending efficiency and optimality of taxation in the modern state. Special emphasis is placed on the applicability of scarce budgetary funding and the problems of public debt. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. The developed rich text material, case studies and practical tasks are aimed at reinforcing and applying theoretical knowledge in practice.

Contents of the course:

Role of the state in the national economy. Economic and social reasons for state interventions in the economy. Public goods. Analysis of public spending. Rationality and efficiency in the public sector. Tax system of sovereign state. Taxation of property. Personal income tax. Corporate income tax. Consumption tax. Deficit budget financing. Budgetary deficit and state debt. Philosophy of the deficit financing. Advantages and disadvantages of the deficit financing. Structure and dynamics of the public sector debt in Bulgaria.

Teaching and assessment

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

ENTREPRENEURSHIP**ECTS credits: 3****Form of assessment:** on-going control and exam**Semester: 2****Methodological guidance:**

Department: Finance and accounting

Faculty of Economics

Annotation:**Course hours per week: 3s + 0s****Type of exam:** written**Course hours per week: 31 + 0s****Type of exam:** written

The course is aimed at revealing the nature, content management and organization of entrepreneurial business in a market economy. Purpose: The goal is to give students a thorough knowledge of theoretical and practical problems of entrepreneurship and to explore basic approaches to its realization in the contemporary conditions. Understanding the theoretical foundations and development of economic theory of entrepreneurship. Understanding the nature and characteristics of entrepreneurship, its role in solving economic problems and the necessary economic conditions and institutional preconditions for its development Understanding the problems and approaches to organization and management of entrepreneurial businesses.

Contents of the course:

The economic theory of entrepreneurship. Definition of entrepreneurship. Essential characteristics of entrepreneurs and entrepreneurship. Reasons for entrepreneurial businesses. The role of entrepreneurship for economic and social development. Entrepreneurial economy - nature and characteristics. Economic conditions for enterprise development. Role of the State to create an entrepreneurial environment. Entrepreneurship in Small Business - nature and characteristics. Entrepreneurship in the corporate business - characteristic. Institutional preconditions for development of entrepreneurship and small business in the U.S. and EU countries. Development of entrepreneurship and small and medium businesses in Bulgaria. State policy to support entrepreneurship and small and medium business. Entrepreneurial businesses in a globalized world - problems and approaches to evaluation and factors for increasing competitiveness. Major business decisions for the realization of economic activity. Innovation in entrepreneurial activity - nature and importance. Sources of innovation. Evaluation of a new idea. Entrepreneurial analysis and assessment of economic resources (factors of production) and optimizing their use. The risk in entrepreneurial activity. Analysis and risk assessment. Entrepreneurial strategies - types, content and application areas. Entrepreneurial alliances - nature, meaning, organization and management (subcontractor chains, entrepreneurial networks, clusters, franchising). Information support of entrepreneurial activity. Information as a resource. Information System.

Teaching and assessment

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

MANAGEMENT OF REGIONAL DEVELOPMENT

ECTS credits: 3

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The course structurally includes: the theoretical foundations of the functioning of the regional economic system; regional analysis and regional synthesis. On this basis are put issues related to management of regional socio-economic development. Special emphasis is placed on regional policy at national and European level - its objectives, principles, elements, mechanisms for implementation and the problems of planning and programming of development of regional socio-economic systems. The aim of the course "Management of Regional Development" is to provide students in-depth knowledge of the problems of managing the development of the regional economy, focusing on the practical and applied aspects of issues related to regional policy and the system of regional plans and programs.

Contents of the course

Basic concepts in the scope of regional economy. Theoretical grounds of regional development and location process. Conception for regional effectiveness. Analysis of the territorial unit Regional infrastructure. Regional analysis and regional synthesis. Regulation and management of the regional development. Regional policy. Structural and regional policy of the European Union. Economic regions. Instruments of the regional policy of the EU. Regional planning, prognosis and programming. Regional strategic planning. Budgetary regional planning. Public-private partnership. Duty free zones as catalyzing instrument for regional social and economic development.

Teaching and assessment

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

CORPORATE CULTURE

ECTS credits: 3

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The issues of corporate (organizational) behavior are comparatively new, both for our science and practice and for the educational system as well. This issue is exceptionally important for the finance structure systems (banks, financial and accounting houses, consultancy firms). Tuition of Finance students shall mainly guarantee a sufficient scope of basic knowledge (connected with their future accomplishments) and shall consider the fact that acquiring knowledge and building up skills for adapting in new professional environment is of vital importance, especially as for the complex system of financial structures. In the modern rather dynamic environment for the accomplishment of the young financial specialists, the issue of objective understanding and analyzing of human behavior throughout the labor process is particularly important for their winning professional recognition and development. This course is an original continuation of the theoretical formulations, briefly touched in respective parts of the training disciplines "Human Resources Management" and "Labor Economics". It does not imply repetition but updating and enhancement of knowledge related to utilization of human potential within the financial organizations.

Contents of the course:

Corporate behavior as a scientific and practical concrete definition of human behavior within organizational environment. Corporate behavior and management science. Corporate form of organization in financial structures. Managerial profile of financial structures. The man as a source of financial structure corporate behavior. General terms and basic principles of financial structure human resources management. Corporate socialization. Exteriority and Corporate HRMS.

Teaching and assessment

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

STRATEGIC PLANNING

ECTS credits: 3

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

During twentieth century business planning developed and became a basic function of in-company management. This was caused by uncertainty and dynamic changes of external environment where a company operates and by managers realizing the significance of planning for setting proper objectives, development strategies and effectively using resources.

Contents of the course

Developing e business strategy – techniques and stages. Defining a business mission. Analyzing and prognosticating external environment. Analyzing and evaluating in-company environment. Setting objectives. Choosing a strategy for accomplishing objectives. Implementing the strategy. Methods of strategic analysis. Types of strategies. Growth, cut-down and liquidation strategies. Market-segmentation-based strategies. Innovation strategies. Product concentration and diversification. Product-market strategy. Price-communication cost strategies. Technological strategies. Strategies to enter international market – export, joint ventures, subsidiaries, strategic alliances etc. Global and country-adapted marketing. Country-segment-product strategy.

Teaching and assessment

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

Course hours per week: 31 + 0s

Type of exam: written

Hours per week: 31 + 0s

Type of exam: written