



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

TOTAL FOR 2 ACADEMIC YEARS: 120 CREDITS

DESCRIPTION OF ACADEMIC COURSES

Major: Finance

Education and qualification degree: Master

ECONOMICS

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The teaching Course helps the students-masters from the first Year, specialty "FINANCES" to understand and to think through the Contents, intermediate connections and the dependences between the different actors and institutions in the field of the economic theory. This must help them to get a correct orientation in many other fields of their theoretical and practical study. According Mansur Olsson the main target of the Microeconomic Theory is to research and to understand "the behavior of the individuals and the bodies, involved in taking economic decisions regarding and in connection with their specific economic (and related) markets, so as also the intermediate connections, which every economic subject (body) must take into account in his economic (related) activity". On the other hand Macroeconomics as a part of the core economic theory includes all important questions of the topic itself, the understanding and the analyze of a whole macro-economic system etc. It allows us to understand their since in complexity. We share the economic theory in two main parts – micro and macroeconomics provisionally in order to allow the more specialized study the whole political economy. This part of the general economical knowledge is well known in the Anglo-Saxon countries as ECONOMICS. We also recognize this term and analyze main aspects in the whole economic theory, based on the classical political economy putting numerous corrections and co-analyses made in a longer period of time by different famous researchers. The course is focused on some main aspects in the theory & practice of the modern market-economy. In the center of the course there are situated basic methodological regularities and there is an overview of general principles, valid for the whole economic performance – the so called "universal attitudes". On them there made is a match of different "over-built" matters, connected to one or another important aspect of the economic performance in a broad sense. The main target is to find arguments for the theory, that the whole economic performance is directly and/or indirectly connected with the demand and supply processes, has a dependence by strong and weak market-pulses, is connected to the problem of an equilibrium, depends from the efficiency and profitability, requires specific planning approaches and implementation of many other tools – for example budget-policy, balances, some main economic indicators etc. The course analyzes various aspects of the behavior of economic systems as a whole and of individual subjects and objects in them on occasion and depending on the complex and interrelated system on the market in all its originality, variety and complexity. The course aims to: - To make students master the necessary knowledge-base in the market economy as a whole and all sense of complex internal relationships of the subjects and objects in it; - To help "to economize" their thinking as future professionals, public persons and / or managers in the business; - To make them familiar with the latest level of economic knowledge and to support discussion on some theoretical and practical issues, to help them increase the volume of their the educational level, allowing them to accumulate "over-structure" knowledge based on the as big as possible volume of data and facts they encounter in their real lives. The course should provide the students the general methodological approach for understanding complex interconnections and interdependencies of economic theory because students haven't so far required a common theoretical background. After finishing the course Micro-economics students must master: - To have acquired knowledge and to have insight view into a wide range of issues concerning theoretical economics of general and different practical attitudes to economic phenomena in particular. They must be aware of the opportunities for passive, but also active and creative application of knowledge for more effective behavior and practical activities in terms of the existing market order.

Contents of the course:

Introduction to the theory of economics - subject, scope and objectives of the discipline. Role and placement of the market - market mechanism, demand, supply, market equilibrium, elasticity. Main macroeconomic problems - Economic activity in units of the performance. Economic objectives. Instruments of macroeconomic policy. Structuring and environment of the market - business entities and bodies. Measures of the macroeconomic activity - gross domestic product. Alternative methods of measurement. Cycle of income and expenses. Definition of "wealth" in the economy, Theory of limitation of wealth - wealth species of wealth; Sufficiency of economic decisions. Ways and forms to generate business- solutions and their implementation - theoretical aspects. Theory of the economic factors - factors of production. Division of labor in modern economies and its

Course Hours per week: 4l + 0s

Type of exam: written

impact on the behavior of market players. Economic policy - nature and objectives of economic policy - macro and micro level. Economic prosperity. "Nominal" and "real" gross national product. Opportunities for decomposition of the GNP, rates of exclusion and monetary valuation of time. Consumption, investment and other components of aggregate demand. Classical theories and the theory of Keynes. Say's Law. Marginal propensity to consumption and saving. Determinants. Modern theories of the functions of using. Investment, government purchases and net exports. International trade relations. Protectionism against free trade. Theories of absolute and comparative advantages. Theorem of Heckscher-Ohlin. Leontief paradox. Duties and customs policy. Non-tariff barriers - import and export quotas, government subsidies, dumping, preferential trade agreements.

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.

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 Discipline "Finance" aims to provide the basic knowledge in the field of public finance. The course material reflects the classic and modern theoretical views in this area. Special attention is paid to the general government budget cycle and specificity of local finance. A detailed review is made of the main types of taxes applied in Bulgaria, quasi- tax and non-tax revenues, ways of taxation and techniques for collecting taxes. Government spending are presented in the budget classification. Special emphasis is placed on the problems of the budget deficit, the opportunities for its financing and debt management. Discussed are some basic regulations relating to the control of the collection and use of public funds. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the topics. Developed are rich text material, case studies and practical tasks, which allow students to consolidate their theoretical knowledge and seek its application in practice.

Contents of the course

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

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.

FUNDAMENTALS OF LAW

ECTS credits: 4

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The subject *FUNDAMENTALS OF LAW* is aimed at the mastering of a necessary and compulsory volume of knowledge in the areas of law theory, principles of public and private law, handling the legal terminology, as well as developing personal practical skills and habits in the process of interpretation of statutes and the work with legal acts by the students. The syllabus is consistent with analogical requirements of European and national universities for students in subjects giving legal knowledge as an essential part of their preparation and future practical work.

Hours per week: 4l + 0s

Type of exam: written

Hours per week: 3l + 0s

Type of exam: written

Contents of the course

Development of the state and law. Concept of law. Sources. Statute. Legal acts. Judicial facts. Legal relations. Subjects of the law. Legal capacity. Delegation. Amenability. Constitution of the Republic of Bulgaria. Legislative and executive power. Judicial and local power. Civil law. Marriage. Labor contract. Criminal law.

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.

ACCOUNTING**ECTS credits: 6****Form of assessment:** on-going control and exam**Semester: 1****Methodological guidance:**

Department: Finance and accounting

Faculty of Economics

Annotation:

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

Contents of the course:

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

Teaching and assessment

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

Hours per week: 21 + 2s**Type of exam:** written**FUNDAMENTALS OF MARKETING****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 meet the needs of students' knowledge of methods of economic management in a market economy. In the training process will be obtained sufficient information about methods and approaches on how to properly solve the problems of production and realization of production companies, how to quickly adapt to the needs and market changes, why is differentiated from potential users and others. The course is consistent with the current workload; it allows learning the nature, role, facilities and marketing.

Contents of the course:

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

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.

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

CALCULUS

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 provides basic knowledge about systems of linear equations, functions – limits, derivatives and exploration, integrals, ordinary differential equations. Variations, combinations and permutations are studied to understand the basics of probability theory, quantitative methods and mathematical statistics.

Contents of the course:

Multitudes и images; Real numbers; Combinatory; Mathematical induction; Determinants; Linear equation systems; Polynomials; Coordinate systems; Straight line in a plane; Lines in a plane; Infinite number sequences; Functions of one real variable; Continuous functions; Derivatives and differentials of a function; Basic theorems in differentiating; Function exploration; Indefinite integral; Definite integral; Geometrical applications of definite integrals; Approximate calculation of integrals; Ordinary differential equations; Elements of probability theory.

Teaching and assessment

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

Hours per week: 2l + 1s

Type of exam: written

ECONOMETRICS

ECTS credits: 4

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

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 is given priority to the relationship between economic theory and real opportunities for econometric analysis of the behavior of businesses, consumers and macroeconomic developments in the economy. The course "Econometrics" is a key discipline in the training of specialists with higher education in economics. It allows for empirical evaluation of the theoretical knowledge and their actual use of 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 - Quintile Regression. 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 and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Assessed are the knowledge, skills and competence in the implementation of the current control, of serious importance are the results achieved by the set assignments and tests.

Hours per week: 2l + 1s

Type of exam: written

CORPORATE FINANCE

ECTS credits: 6

Form of assessment: on-going control and exam

Hours per week: 4l + 0s

Type of exam: written

Semester: 2**Methodological guidance:**

Department: Finance and accounting

Faculty of Economics

Annotation:

The course aims to provide basic knowledge about the finance of various legal forms of businesses, their financial problems and tax policy, structure and management of capital and assets and the effectiveness of their investment decisions. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the topics. Developed are rich text material, case studies and practical tasks to help students reinforce their theoretical knowledge and apply it in practice.

Contents of the course

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

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.

MUNICIPAL FINANCE

ECTS credits: 4

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 nature and role of local government and fiscal decentralization in the public sector and specific problems of efficiency of municipal expenditures and optimality of taxation at the local level. Special emphasis is placed on the applicability of the deficit budget financing of local budgets and the problems of municipal 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. Developed rich text material, case studies and practical tasks aim to consolidate received as part of the course knowledge to develop and seek their actual application in practice. The aim of the course "Municipal finance" is to provide students in-depth knowledge of local government and financial autonomy of local authorities, they are familiar with the basic prerequisites for cost efficiency and optimality of tax revenues at the local level and the possibilities for their application in modern conditions.

Course contents:

Role of the state in the national economy. Public goods. Local self-governance and financial autonomy of the local governments. Parameters and problems of decentralization in Bulgaria. Local governments' expenditure. Local taxes. Local charges. Non-tax revenues in the local budgets. Local governments financing by debt issue. Intergovernmental fiscal relations. Municipal bonds

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.

BANKING

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Hours per week: 21 + 0s

Type of exam: written

Hours per week: 41 + 0s

Type of exam: written

Annotation:

The course provides fundamental and applicable knowledge about banking and financial intermediation. The course consists of two parts – central banking (currency board arrangements) and commercial banking. The economic role and functions of a central bank are presented, as well as goals and instruments of monetary and credit policy. Special attention is paid to the currency board arrangement in Bulgaria. The goal of the course is to supply students with the knowledge necessary for successful business relations or/and professional realization with the financial institutions.

Course contents:

Essence and history of banking. General characteristics of bank system in Bulgaria. Role and functions of the central bank. Monetary and credit policies of the central bank. Bank control and supervision. Currency board arrangements. General model of a commercial bank. Commercial bank's assets and liabilities. Bank payment services. Special services by commercial banks. Commercial banks on the currency market. Bank risks. Economic base of a stable commercial bank. Profit and profitability of a commercial bank.

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.

FUNDAMENTALS OF INSURANCE

ECTS credits: 4**Hours per week: 21 + 0s****Form of assessment:** on-going control and exam**Type of exam:** written**Semester: 2****Methodological guidance:**

Department: Finance and accounting

Faculty of Economics

Annotation:

The course aims future economists to learn about the content and importance of insurance relations as a specific type of economic relations with the activities through which these relations are carried out, as well as state influence on the strengthening and development. With the reviewed types of insurance the future financiers and accountants are oriented and become familiar with the basic problems of insurance, focusing on their essential, unchanging in time characteristics. This will be necessary regardless of which side of the insurance contract will run graduates - as experts in insurance company or as experts of its clients.

Course contents:

Essence, functions and significance of insurance. Types of insurance contracts in the Republic of Bulgaria according to the Insurance Act. Personal and property insurance. Life insurance – types and characteristics. Entering into an insurance contract. Insurance contracts offered in Bulgaria and their characteristics. Covered and uncovered risks. Object and subject of insurance. Insurer's liability. Insurance sum and insurance premium. Liquidation of damage. Income and expenditures of insurance companies. Reserves and taxation of insurance companies. Marketing strategies in insurance.

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.

FUNDAMENTALS OF MANAGEMENT

ECTS credits: 5**Hours per week: 41 + 0s****Form of assessment:** on-going control and exam**Type of exam:** written**Semester: 2****Methodological guidance:**

Department: Finance and accounting

Faculty of Economics

Annotation:

Emphasis is placed upon the theory combined with its practice applied character and the difference between the experiences of the world leading companies and this country governing practice. The program corresponds most directly with more specific management sciences like Personal Management, Industrial Management, Innovative Management, etc. and the programs like Marketing, Microeconomics, and Macroeconomics.

Course contents:

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

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 LABOR

ECTS credits: 5

Hours per week: 4l + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

Labor economics labor considered as a system of social relations. This basic laws, principles, approaches and practical mechanisms to influence policy makers and encouraging employees in the course of their economic development. Labor economics is the science of dialectics and the efficiency of labor 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 economics is closely related to detecting the state of population and labor 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 achieve "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.

Course contents:

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

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.

STATISTICS

ECTS credits: 5

Hours per week: 2l + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

At the seminars a complex example is displayed, which covers different thematic units decomposed into tasks and subtasks. Special attention is paid to the possibilities of obtaining statistical characteristics using a PC and

GAT. The focus is on the interpretation of these characteristics. The course explains the statistical study as an information process and its responsible role in the information system.

Contents of the course:

Statistics - scientific knowledge and practice. Statistical study. Basic terminology and symbolism of the statistical approach. Statistical monitoring. Statistical group and statistical tables and statistical series. Statistical graphs. Statistical analyzes. Statistical values. Averages. Statistical dispersion. Empirical statistical distributions. Theoretical distributions. Statistical conclusions. Representative /sample/ study. Statistical study of addictions. Statistical study of development. Indices.

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.

COMPUTER SCIENCE

ECTS credits: 5

Hours per week: 21 + 2s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The syllabus complies with the uniform state requirements. The emphasis in the syllabus is on basic operation systems, on the use of Internet-based resources etc.

Course contents:

Introduction; Algorithms and their description; Algorithm languages and programs; Operation systems; Structure and management of disk memory; Files and file operations; Graphical operation systems; Starting Windows; Running Windows programs and files; Text editors; Formatting symbols and paragraphs; Styles and patterns in text editing; Business letters; Documents with text, tables, charts and formulae; Databases and electronic tables; Relation data models; Database operations, procedures and design; Microsoft Excel.

Teaching and assessment

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

INTERNATIONAL PUBLIC FINANCE

ECTS credits: 6

Course hours per week: 4l + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 3

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.

CENTRAL BANKING AND BANK SUPERVISION

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 3

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: 3

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The course "International Financial Markets" aims to teach students the basics of the theory of capital markets and the most important institutional foundations of exchange trading and other financial transactions. 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. The priority is assigned to the relationship between economic theory and actual market behavior of investors, issuers and other market agents. To this end, some topics that are not included in the curricula of courses on stock exchanges and financial markets are added and discussed in more details. 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 successful work 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.

EUROPEAN PROGRAMS AND PROJECTS

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 3

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 Program 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

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

FINANCIAL ECONOMETRICS

ECTS credits: 4.0

Form of assessment: on-going control and exam

Semester: 3

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

Course hours per week: 2l + 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.

FINANCIAL SECURITIES AND DERIVATIVES MARKET

ECTS credits: 4

Form of assessment: on-going control and exam

Semester: 3

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

Course hours per week: 21 + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 3

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

Course hours per week: 21 + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 3

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.

EUROPEAN ECONOMIC INTEGRATION

ECTS credits: 3

Course hours per week: 31+ 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 4

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.

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.

RISK MANAGEMENT

ECTS credits: 3**Course hours per week: 3l + 0s****Form of assessment:** on-going control and exam**Type of exam:** written**Semester: 4****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**Course hours per week: 3s + 0s****Form of assessment:** on-going control and exam**Type of exam:** written**Semester: 4****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: 4

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Annotation:

The course is aimed at revealing the nature, contents, management and organization of entrepreneurial business in a market economy. 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 (subcontractors 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: 4

Methodological guidance:

Department: Finance and accounting

Faculty of Economics

Course hours per week: 31 + 0s

Type of exam: written

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**Course hours per week:** 31 + 0s**Form of assessment:** on-going control and exam**Type of exam:** written**Semester:** 4**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**Hours per week:** 31 + 0s**Form of assessment:** on-going control and exam**Type of exam:** written**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

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.