



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department: Management and Marketing
ECTS Information Package

Major: Business Management and Entrepreneurship

Master Program: Corporate Management

PURPOSE OF THE PREPARATION:

The training is intended for students completed degree "Bachelor" or degree „Master” of the professional directions 3.7. Administration and Management, 3.8. Ikonomika, and 3.9. Tourism.

The training in Master degree at "Corporate Management" is performed in the professional field 3.7 Administration and Management. The course aims to prepare professionals for professional performance as leaders, experts and consultants in the field of corporate management.

The graduates of this Master's program can work as:

- Leaders at all levels of management in big companies;
- Specialists in units of the management hierarchy;
- Experts / advisers / in Corporate Management;
- Consultants in corporate management;
- Consultants and experts in organizational development of large firms;
- Specialists in management and administration of large companies;
- Managers, experts and professionals in multinational companies;
- Institutions and bodies of state and local government, industry, and related production;
- Banks, investment companies and consulting firms;
- Research and development institutes and departments in the larger firms and others.

COMPETENCIES OBTAINED BY STUDENTS:

1. Knowledge and skills in the wider economic, social and managerial aspects that enrich and develop the resulting base in this area of the completed degree "Bachelor";
2. Thorough knowledge in the following areas:
 - Strategic corporate management, labor relations and their social security legislation;
 - International management and marketing and business communication and negotiation in international business;
 - Management of assets, finance and investments of corporations.
3. Acquire ability for integrated application of assimilated knowledge;

4. Acquire basic knowledge of the characteristics, structure and management of the corporate organizational forms in the economy;
5. Ability to manage corporate financial assets;
6. Knowledge and skills to design, analysis and management of investment projects;
7. Management of corporate activity in the international business.

The curriculum is consistent with the curricula of many universities in Western Europe and with the requirements of the Unified system of credit transfer.

The qualification characteristics of Major "Business Management and Entrepreneurship " for Education and Qualification Degree "Master" with professional qualification "Master in Corporate Management" 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
PROFESSIONAL DIRECTION: 3.7. ADMINISTRATION AND MANAGEMENT
MAJOR: BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
EDUCATION AND QUALIFICATION DEGREE: MASTER
MASTER PROGRAM: CORPORATE MANAGEMENT
PROFESSIONAL QUALIFICATION: MASTER IN CORPORATE MANAGEMENT
FORM OF EDUCATION: FULL TIME AND PART TIME

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Microeconomics	6.0	1. Macroeconomics	6.0
2. Fundamentals of Management	3.0	2. Business Planning and Control	3.0
3. Marketing	6.0	3. Pricing Strategies	6.0
4. Finance	3.0	4. Labour Economics	6.0
5. Accounting	3.0	5. Entrepreneurship	3.0
6. Statistics	6.0	6. Management of expenses of the enterprise	3.0
7. Selective course	3.0	7. Selective course	3.0
Selective courses (students choose one course)		Selective courses (students choose one course)	
1. Human resources management	3.0	1. International business	3.0
2. Mathematics	3.0	2. Quantitative methods in the management	3.0
3. Theories of economics	3.0	3. Management decisions	3.0
4. Economic History	3.0	4. Management Business Etiquette	3.0
	Total 30		Total 30
Second year			
First semester	ECTS credits	Second semester	ECTS credits
1. Strategic Corporate Management	6.0	1. Stock and distribution policy	3.0
2. Managing in a Global Environment	3.0	2. Corporate Finance	3.0
3. Labor-security Relations	6.0	3. Management of corporate investments	3.0
4. Asset management of joint-stock company	6.0	4. Business negotiations and communication in the corporate business	3.0
5. International Marketing	6.0	5. Selective course	3.0
6. Selective course	3.0	State exam or Defense of a Master Thesis	15.0
Elective courses (students choose two courses)		Elective courses (students choose two courses)	
1. Corporate Financial Management	3.0	1. Business Process Management	3.0
2. Corporate Taxation	3.0	2. Communication Policy	3.0
3. European economy	3.0	3. Business Project Management	3.0
	Total 30		Total 30

TOTAL FOR 2 ACADEMIC YEARS: 120 CREDITS

DESCRIPTION OF ACADEMIC COURSES
Major: Business Management and Entrepreneurship
Master Program: Corporate Management

MICROECONOMICS

ECTS credits: 6.0

Form of assessment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course is designed primarily for the analysis of the main aspects of the theory and practice of democratic market economy type. It clarifies the basic methodological formulations and provides an overview of economic laws, valid for the entire line of business / those having universal significance /. The aim is to justify the idea that the entire business as a direct or indirect connection with the major issues of supply and demand, "strong" and "weak" pulse of the market on "balance" the efficiency and profitability of implementation of specific planning, reporting mandatory conditions ensuring economic development entities in the long term, etc.

Course contents:

Introduction to the theory of economics - subject, scope and objectives; Microeconomics – theory and praxis; Market mechanism; Scheme of the market economy - agents, flows, internal relationships and interconnections etc.; Structuring the economic environment - Economic activity in units and their performance. Economic objectives; Definition of “wealth” in the economy, Theory of limitation of wealth - wealth species of wealth; Sufficiency of economic decisions. Ways and forms to generate solutions and their implementation - theoretical aspects; Theory of the economic factors - factors of production; Division of labor in modern economies and its impact on the behavior of market players; Accumulating of capital-investment funds in the economic system. Financial measures for economic efficiency; Economic policy - nature and objectives of economic policy - macro and micro level; Market Structures – inherited structures, natural and intentional structuring; Parameters of the market; Concept of planning in market economy conditions

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.

Course hours per week: 21 +2s

Exam type: written

FUNDAMENTALS OF MANAGEMENT

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

Emphasis upon the theory combined with its practice applied character and the difference between the experience 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. The purpose of the academic discipline is to give the students fundamental knowledge on the theory of management providing the base for studying other, more specific management sciences. **Expected results:** To create skills for practical application of management strategies, policies, methods and tools.

Course contents:

The essence of management. Historical survey. The main schools and trends. Comparative analysis 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

Hours per week: 21 + 0s

Type of exam: written

and forms. Motives, stimuli, and needs. Maslow's pyramid. Solving of labor conflicts. Nature of leadership activity. Styles of leadership. Leadership and power. Characteristics of a manager. Negotiations conduct. Profile of foreign partners.

Teaching and assessment

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

MARKETING

ECTS credits: 6.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

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 to learn the nature, role, facilities and marketing.

Course contents:

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

Teaching and assessment

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

FINANCE

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment

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

Hours per week: 21 + 2s

Type of exam: written

Hours per week: 21 + 0s

Type of exam: written

help students draw their own conclusions. In training priority is given to practical and independent work by students.

ACCOUNTING

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment

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

Hours per week: 21 + 0s

Type of exam: written

STATISTICS

ECTS credits: 6.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course "Statistics" was developed in accordance with the general objectives of the subject "Finance". The course explains the statistical learning process as the information and its responsible role for information security management. It reveals the essence and specific application of statistical methods in economic practice. Seminars and workshops covering various thematic units decomposed into tasks and subtasks.

Course contents:

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

Teaching and assessment

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

Hours per week: 21 + 2s

Type of exam: written

help students draw their own conclusions. In training priority is given to practical and independent work by students.

HUMAN RESOURCES MANAGEMENT

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment

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

MATHEMATICS

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

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.

Course contents:

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

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

Hours per week: 21 + 0s

Type of exam: written

Hours per week: 21 + 0s

Type of exam: written

help students draw their own conclusions. In training priority is given to practical and independent work by students.

THEORIES OF ECONOMICS

ECTS credits: 3.0

Form of assessment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

Economic ideas in till capitalist formations; Mercantilism; Physiocretical school; Burgeois classical, political economy; Simon de Sismondi; Jean-Baptiste Say; Thomas Robert Malthus; Historical school; Utopic socialism; Marx`s political economy; Subjective school; Institutionalism; John Keynes; Neoliberalism; Econometry; Theoreticians of the economic dynamics; Monetarism.

Teaching and assessment

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

Course hours per week: 21 +0s

Type of exam: written

ECONOMIC HISTORY

ECTS credits: 3.0

Form of assessment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in Economic History is part of general economic background of students in economics. Special attention is paid to the peculiarities of the economic development of the Mediterranean civilizations and economic systems in Europe from Antiquity and the Middle Ages to the formation and development of modern market economy. Against this background, in comparison, is considered the economic development of the ancient empires of the East, with their fiscal centralism and the dominant role of the imperial bureaucracy, ignoring economic individualism and competitive business.

Course contents:

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

Teaching and assessment

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

Course hours per week: 21 +0s

Type of exam: written

MACROECONOMICS

ECTS credits: 6.0

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The purpose of the course in macroeconomics is to give students a thorough understanding of the principles of economics that apply to an economic system as a whole. It places particular emphasis on the study of national income and price-level determination, and also develops students' familiarity with economic performance measures, the financial sector, stabilization policies, economic growth, and international economics. A macroeconomics course introduces students to fundamental economic concepts such as scarcity and opportunity costs. Students understand the distinction between absolute and comparative advantage, and apply the principle of comparative advantage to determine the basis on which mutually advantageous trade can take place between individuals and/or countries, and to identify comparative advantage from differences in opportunity costs. Other basic concepts that are explored include the functions performed by an economic system, and the way the tools of supply and demand are used to analyze the workings of a free market economy. The course should also introduce the concept of the business cycle to give students an overview of economic fluctuations and to highlight the dynamics of unemployment, inflation, and economic growth. Coverage of these concepts provides students with the foundation for a thorough understanding of macroeconomic concepts and issues.

Course contents:

Basic Economic Concepts. Macroeconomic issues. Sectors, subjects. Open and closed economy. Fluctuations in economic development. Aggregate economic activity. Goals and tools of macroeconomic activity. Comparative advantage, specialization and exchange. Measurement of Economic Performance. National income accounts. Circular flow. Components of gross domestic product. Real versus nominal. Scarcity, choice, and opportunity costs. Production possibilities curve. Demand, supply, and market equilibrium. Business cycle, unemployment, inflation, growth. Inflation measurement and adjustment. Unemployment, definition and measurement. National Income and Price Determination. Determinants of aggregate demand. Multiplier and crowding-out effects. Aggregate supply. Short-run and long-run analyses. Sticky versus flexible wages and prices. Determinants of aggregate supply. Macroeconomic equilibrium. Real output and price level. Short and long run. Actual versus full-employment output. Business cycle and economic fluctuations. Money, banking, and financial markets. Definition of financial assets: money, stocks, bonds. Time value of money (present and future value). Banks and creation of money. Money demand. Money market and the equilibrium nominal interest rate. Central bank and control of the money supply. Fiscal and monetary policies. Demand-side effects. Supply-side effects. Policy mix. Government deficits and debt. Economic Growth, definition, determinants. Investment in human capital. Investment in physical capital. Research and development, and technological progress. Growth policy. Open Economy: International Trade and Finance. Balance of payments accounts. Balance of trade. Current account. Financial account (formerly known as capital account). Foreign exchange market. Demand for and supply of foreign exchange. Exchange rate determination. Currency appreciation and depreciation. Imports, exports, and financial capital flows. Relationships between international and domestic financial and goods markets.

Teaching and assessment

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

BUSINESS PLANNING AND CONTROL

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The planning is defined as a core function of the management company in the theoretical studies and the summaries of the practice. This necessitates studying this course. The training course includes themes which are

Hours per week: 21 + 2s

Type of exam: written

Hours per week: 21 + 1s

Type of exam: written

considered theoretical, methodological and methodical issues and problems of the planning, of the theory and the practice of the forecasting, the programming and the designing. Reveals the essence/nature and content of corporate planning process, the principles of corporate planning and the characteristics of the various plans. Consistent approaches are considered, methods, indicators and technology planning of various activities company. Emphasis on analytical methods and the characteristics of individual company strategies and functional sections of complex corporate plan (CCP) – marketing, planning for innovation, production, investment in capital construction, anchor of the material, human and financial resources. Addressed and the problems of organization, regulation and control. The purpose of the course is to equip students with knowledge and skills studied matter and form in them a clear vision and persuasion that business planning and control as key management functions required possession of advanced planning culture and capacity to reasonably determine the company` goals, objectives, strategies and effective tactical instruments.

Course contents:

General characteristic of company planning – essence, content, principles. Possibilities, requirements and problems to corporate planning in the terms of European integration. Strategic corporate planning in the terms of European integration. Definition of strategies development company with accounting possibilities and requirements of the European market and the general and structural policies. Types of strategies. Evaluation and selection of strategies. Medium-term and current company plans. Functional sections. Consistency and technology elaboration. Marketing. Marketing research. Forecasts for end-user prices and consumer demand. Pricing grid. Determining the optimum size of manufacture of the product. Planning for innovation. Recruitment and selection of ideas for creating new product. Design new products and creating and testing a prototype. Production and realization of new product. Production planning. Production program – indicators, composition production and scheme elaboration. Production capacities – nature, use and methodology for determination. Balance production capacity. Planning for capital construction. Planning and defining objects, volume and structure of capital investments. Amortization plan and planning balances of material and immaterial fixed assets. Balance of production and sales of produce. Planning of material resources. Determination of material needs. Costing of materials. Indicators the degree of utilization of material resources. Inventory management. Human resources planning (staff). Determining the needs of staff. Determining of the funds for salaries staff. Financial plan. Planning of incomes and expenses of activity the company. Determination of financial result of sales. Planning of total incomes and expenses and determining the total financial result. Planning balance sheet of assets and liabilities company. Investment business plan – nature, purpose. Stages of preparation, economic evaluation, presentation. Control – nature, role, types, process control. Audit of the company. Prerequisites for effective control.

Teaching and assessment

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

PRICING STRATEGIES

ECTS credits: 6.0

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course complies with the current workload in the specialty curriculum. The course "Price Strategies" is included in the fundamental block compulsory subjects, the goal is to lay a solid foundation on which to build on future knowledge of students in special subjects included in the upper courses of the major. The course is built on recent advances in the theory and practice of liberalization and state-regulated prices. Goals and objectives of the course are for students to acquire knowledge and skills in the teaching material. During the course students should learn the theoretical foundations of corporate and government strategies and to gain competence in the practical application of pricing strategies applied by companies according to the market situation.

Course contents:

Nature, principles, goals, objectives, requirements, methods, stages and information to develop pricing strategies. Characteristics of commonly used pricing strategies. Pricing strategies depending on the price level. Pricing strategies to different buyers. Pricing strategies according to the nature of the market. Pricing strategies depending on the market situation. Pricing strategies, taking into account cost , quality and the different phases of the life cycle of the product. Strategy of transfer prices . Strategy update and test prices. Risk and insurance in

Hours per week: 21 + 2s

Type of exam: written

implementing pricing strategies. Appropriate, targets and strategies types of state regulation of prices. National strategies to direct regulation of prices. National strategies of indirect and combined price regulation. National strategies to regulate prices of certain goods in the European countries. Strategies supranational regulation of prices in the EU.

Teaching and assessment:

Lectures are held in the established traditional way, students are familiar with the teaching material. Mandatory at the beginning of each lecture is a brief introduction, providing the necessary transition from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of the training, about the specifics of the proposed monitoring and evaluation system for knowledge on the first lectures and exercise.

LABOUR ECONOMICS

ECTS credits: 6.0

Hours per week: 21 + 1s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

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; Labour 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

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

ENTREPRENEURSHIP

ECTS credits: 3.0

Hours per week: 21 + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course has been developed according to the general objectives of the subject "Business Management". It is aimed at revealing the nature, content management and organization of entrepreneurial business in a market economy. The goal of the course 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. The main

tasks that should be solved in the implementation of the curriculum are: 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.

Course contents:

The economic theory of entrepreneurship. Entrepreneurship in economic theory until J. Schumpeter. Entrepreneurship in economic theory by J. Schumpeter. Entrepreneurship in modern economic theory. 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

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

MANAGEMENT OF EXPENSES OF THE ENTERPRISE

ECTS credits: 3.0

Form of assessment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures on the course "Management of expenses of the enterprise" has been developed in accordance with the general objectives of the subject "Project Management". The aim of the course "Management of expenses of the enterprise" is to give students a thorough knowledge of the general problems of management of expenses of the enterprise. The main tasks to be solved in the implementation of the curriculum are: 1. Acquiring knowledge about the fundamental problems of organization costs. 2. Acquiring knowledge about key issues related to methods for determining the cost of production. 3. Acquiring knowledge about the major problems associated with systems for determining the cost of production.

Course contents:

Expenses of the enterprise. Methods for estimating the inventories of the enterprise. Labour costs and pay systems work in the enterprise. Allocation of expenses of the enterprise. Method of cost absorption. Method of direct cost. Cost of workload and batch. Cost of contract. Cost of processes. Cost and related byproducts.

Teaching and assessment

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

INTERNATIONAL BUSINESS

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 2

Hours per week: 21 + 0s

Type of exam: written

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The subject of International Business is of a particular significance with regard to the students majoring Business Administration for its exceptionally important role in the field of foreign trade exchange and other forms of international cooperation for the development of the business of the company and of Bulgarian economy. This subject offers the students a specialized training of practical nature. The major attention is focused on the technology of performance of the various types of foreign economic operations studying in sequence the phases of their preparation, conclusion and implementation. A special stress is put on the traditional foreign trade transactions based on the principles of international deal of sale and purchase: brokerage operations, re-export operations, exchange and barter deals, leasing, transactions on organized exchange markets. Some more complex and non-traditional foreign economic operations taking a significant place in the companies' international business shall be studied, too.

Course contents:

Foreign economic activities of the companies in the circumstances of liberalization of international trade, European economic integration and harmonization of legislation within the EU. International sales deals. International sales contract. Brokerage operations – re-sale, commission, consignment, commercial agency. Re-export. Deals for foreign resources processing. International trade exchanges. Barter. International leasing Stock and commodity exchange operations Auction Tender procedures International production cooperation Joint ventures and Consortia. International engineering International leasing agreement. International franchising.

Teaching and assessment

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

QUANTITATIVE METHODS IN THE MANAGEMENT

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

This course provides knowledge for the application of mathematical models in the design, research and forecasting economic processes. The course presents opportunities for the use of quantitative methods in preparing and making decisions about the management of economic processes. The aim of the course is to provide basic knowledge and skills about the nature and application of quantitative methods in economics. Main tasks: 1. Students receive theoretical and practical knowledge and skills to solve management problems using quantitative methods. 2. Students learn the basic principles of operations research and decision-making.

Course contents:

Meaning and application areas of quantitative methods. Nature and common task of linear programming. Graphically solve. Transport task. General formulation and model. Dynamic programming. Essence. Principle of optimality. Application of dynamic programming. Theory of solutions. General Characteristic and tools for assessment of the decisions. Modeling of stocks. General formulation of tasks for management stocks. Types of models. Theory of queuing. Queuing systems. Application of theory in economic processes. Production functions. General model and features. Types of production functions. Allocation of resources. Production planning. Formulation of the problem and models. Investments and investment decisions. Evaluation of investment decisions using qualitative methods. Theories and models of investment. Investment and risk. Evaluation of firms investing.

Teaching and assessment

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

MANAGERIAL DECISIONS

ECTS credits: 3.0

Form of assessment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The objective of the subject of Managerial Decisions is to extend the knowledge of the students majoring Business Administration on the issues related to managerial decision making and on that base to contribute to their complex multi-functional training. The major problems to be solved throughout the implementation of the syllabus are: to learn the methods and models of choice, making, implementing and control of managerial decisions; to provide general knowledge on the factors influencing the managerial decisions, risk and role of communication.

Course contents:

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

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.

Course hours per week: 21 +0s

Type of exam: written

MANAGEMENT BUSINESS ETIQUETTE

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Today the label business as a practical skill is an economic necessity. For individuals - to get and maintain the desired work to provide career development to improve their effective job performance and to obtain satisfaction from their work. About Us - to raise the level of corporate culture, to be competitive and create a good name to partners and customers. The course of study in this course is for students to acquire new knowledge and skills to apply ethical standards in making quality professional solutions. Knowledge of the management business etiquette will give clear guidelines in the selection of acceptable behavior in problem situations in business. Business etiquette makes it possible to develop optimal and lasting relationships with partners. Knowledge of business etiquette as an important part of business communication, provides behavioral-level coordination of the interests of all participants in communication.

Course contents:

Business Etiquette - origination and development. Differences between traditional etiquette and business etiquette. Business card. History of the business card. Preparation and use of business card. Business correspondence. Businesslike letter. Using a fax. Internet. E-mail in business communication. Skype. History of the greeting card. Phone business etiquette. Mobile calls to business communication. Basic principles and tools of business etiquette. Business talk. Negotiations. Principles in conducting business negotiations. Public speeches. Report. Presentation. Personal business communication. Business acquaintances. Clarification and application of the business outlook. Non-verbal communication in business communication. International non-verbal communication. Relationships such as "manager - employee." Relationships "servant - leader." Business etiquette for employees. Relationships with colleagues. Team Building. Emotions and relationships. Relationships with partners and customers. Speech etiquette. Types of speech culture in business communication. "Road" label.

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.

Hours per week: 21 + 0s

Type of exam: written

STRATEGIC AND CORPORATE MANAGEMENT

ECTS credits: 6.0

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

Studying the above academic discipline foresees that the students have passed the course “ PRINCIPLES OF MANAGEMENT”. The goal of the studies of the above mentioned discipline is that students obtain the knowledge about the mechanism of management of joint-stock companies at the level, while studying the common theory we take into the account mainly the biggest economic structures, that are already familiar with the principles of management. The task of the course “corporate management” is to deepen and make more precise the obtained knowledge about management of economic subjects and make the analysis break through the specificity of the corporate forms of the capital. During the seminar exercises we develop specific methods of creating a firm strategy. Organization of education of the discipline “Strategic corporate management” is fulfilled in the form of lectures and exercises. The goal of exercises is to give the lecture material more practical character. To be more precise solving certain problems, connected with the share price rising, the size of dividend, price range, etc. Organization of assessment: the examination consists of two questions of the questionnaire on the discipline.

Contents of the course:

Essence of corporate form of the capital. Shares and joint-stock companies. Composition and structure of share capital. Majority share holding and blocking quota. Small shareholders participation in decision making. Dispersion and concentration of shareholders' equity. Buying up shares. Share market – essence, supply and demand. Quotation and influence on political, economic, and psychological factors on their change. Investment companies and its interaction with the corporation. Elaboration of strategies regarding increase of capital through public offering of shares. Contents of the prospectus of public offering. Share quotation at the exchange and access to information. Defense of small shareholders' rights. Corporation prospective investment decisions strategies Development management strategies of holding companies inside the corporation. Development perspectives of corporate form of the capital in Bulgaria

Teaching and assessment

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

MANAGING IN A GLOBAL ENVIRONMENT

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The objective of the subject of Management in Global Environment is to extend the post-graduate students' knowledge in the issues of management in global environment and thus to contribute to their complex multi-functional training. The major problems to be solved in the implementation of the syllabus are: to extend the training and knowledge of students majoring Business Administration on the issues of management in global environment, in the circumstances of exceptional dynamics in the development of world economy, as well as of the separate countries; to clarify the specificity of the object and subject, and of the methods of management applied with regard to the foreign economic activities; to make the transition to a detailed clarification of the international parameters of function-oriented management at a company level.

Contents of the course:

Internationalization and globalization of business activities and modern management. Economic and management theories of the company Major features of management in a global environment Management in global environment at the prospect of modern theories of transnational and global capital. Theoretical conceptions of cultural impact on the corporate management. Strategic planning in international business Strategic analysis and competitive advantages. Strategic analysis and international environment. Risk and types of risk. Organizational provision of international business planning International corporate strategies Corporate

Course hours per weak: 21 + 2s

Type of exam: written

Course hours per weak: 21 + 0s

Type of exam: written

strategies based on the manner of entering the market Organization and influence of cultural factor Organization of business of transnational and global companies International human resources management Moral-ethical and cultural-organizational aspects of management in global environment.

Teaching and assessment

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

LABOR-SECURITY RELATIONS

ECTS credits: 6.0

Course hours per week: 4l + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 3

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The aim of the course is the acquisition by students of a range of specific skills and knowledge in the field of labor and social security relations and practical application of the relevant regulations. In the training process will be clarified methodology of labor and social relations, the methods and the most typical practical approaches to their realization in the terms and subject to the requirements of the market economy. Through the practice of state and corporate control, students will have the opportunity to learn the content of recent legislation and the principal requirements of the labor market, the ways and means for the effective use and operation of the labor employed in companies and budget organizations and the problems that arise for employees, employers and the unemployed in this regard. It addresses several issues governing the rights and obligations of the subjects in the production process - employers, employees and their organizations and professional associations. In this course students are introduced to procedures, principles and specific rules of state regulation in the field of labor and social relations as a working day, holidays, paid vacation, benefits and types of remuneration, health and safety, labor categories, collectively and individually negotiated opportunities for special protection of certain categories of employees, opportunities for training and conducting activities related to social and cultural services to organizations in order to use temporary disability benefits, the requirements for the award pensions, social benefits and more. Familiarization with the main aspects of the Code of Labour and Social Insurance Code and the corresponding regulations allows for mastery by students of the specific mechanisms conclusion and termination, the terms and form their amendment, and conditions for use of various social benefits and special privileges. In this respect, labor and social relations are subject to continuous and systematic study on the part of employers, workers and employees in connection with permanently changing regulations where appropriate course is to assist the utmost to provide increased efficiency of labor. Here students specific plan may be familiar with the forms and means of government regulation of labor and social relations, which can ensure the achievement of maximum high degree of personal and collective motivation. The course is consistent with the current workload and allows the appointed time and allows you to be considered and elucidated many current issues of current legislation in our country in terms of compliance with international agreements set requirements in terms of action concluded international agreements and treaties to which Bulgaria is a party has committed. The aim of the course is to equip students with knowledge and skills in teaching material, forming a clear idea and belief in them that existing legislation in the field of labor and social relations, respectively. the specific set of regulations at national and company level principles, practical approaches and methodological tools are effective and realistic tool for achieving and synchronization behavior of the labor employed with the objectives and requirements implemented by the state and employers' economic and social policies.

Contents of the Course:

Labor process - characterization and specificity. The labor market and of the goods workforce. Employment and unemployment. Value and price of workforce. Approaches, mechanisms and systems to determine their remuneration. Social security - characteristics, scope and structure. Compulsory social security. Additional voluntary social security. Company and family social security. International aspects of social security

Teaching and assessment

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

ASSET MANAGEMENT OF JOINT-STOCK COMPANY

ECTS credits: 6.0

Course hours per week: 4l + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 3

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

It is considered that the above academic discipline foresees obtained knowledge on Financial Accounting, that is why it is not preferable for the first-year students, unless it is taught parallel to the course Basic of Financial Accountancy. The goal of the studies of the above mentioned discipline is that students specify the knowledge about basic principles of accountancy, and make break through the specific character of the joint-stock company. As the experience shows, the students have no idea about economic law problems, a few introductory topics about juridical survey of a joint-stock company are necessary. The accent still remains on the ways of management of company assets. During the extra-curriculum activities specific assignments about characteristics of company assets can be given, which in its essence means that students will get an idea about the system of economic characteristics, with the help of which the state of a joint-stock company (financial, to be more precise) can be defined.

Contents of the course:

Essence of joint-stock form of capital. Control organs of a joint-stock company. One-step and two-step system. Essence and structure of tangible and intangible company assets. Long-term and short-term assets. Assets circulation – essence and measurement. Capital structure and capital expenditure. Developing of the capital of a joint-stock company. New shares emission. Increase of the capital through bond and share. Deals with securities – types of emission and forms of selling Types of asset markets and their evaluation. Methods of joint-stock company evaluation. Profit and dividend policy of a company. Investment decisions of a joint-stock company.

Teaching and assessment

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

INTERNATIONAL MARKETING

ECTS credits: 6.0

Course hours per week: 3l + 1s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 3

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

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

Contents of the course:

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

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.

CORPORATE FINANCIAL MANAGEMENT

ECTS credits: 3.0

Course hours per week: 2l + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 3

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

Lectures "Corporate Financial Management" was developed in accordance with the general objectives of the Master's program in "Corporate Management". Structurally covers both basic issues of general financial management of companies and specific problems of financial management in corporations. The material is selected according to the prescribed workload and specifics of the program and within a reasonable compromise between the theoretical and practical application material is given priority to the practical side of the question topics. Developed extensive text material, case studies and practical tasks aimed to strengthen received in the course knowledge to develop and seek their actual use in practice. The aim of the course "Corporate Financial Management" is to provide in-depth knowledge of financial management of companies they are familiar with the basic approaches of financial management in corporations and their possible application in the current economic conditions.

Contents of the Course:

Corporate finance and financial management. Annual financial statements. Analysis of the financial statements of the company. Analysis and management of working capital of the company. Analysis of critical ratios cost - volume - profit. Capital Budgeting. Long-term financing of the company. Price and yield of financial assets - Part. Long-term financing of the company. Price and yield of financial assets - Part II. Sensitivity analysis and simulation methods. Strategic financial planning and strategic control systems

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.

CORPORATE TAXATION

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

Course Description: The course "Corporate Taxation" introduces students to the theoretical basis of taxation of corporate income, as it is developed in the modern theory of taxation as a section of the public finances. Examines the relationship of this tax with decision making by managers of firms and its impact on the motivation and behavior of economic subekti.V course, students also learn about the tasks of the Corporate Income Tax and its place in the tax system in our country and last updates. Exposed is the organization and implementation of fiscal controls, and in this type of tax. The aim of the course is to teach students about the nature of corporate taxation and the main tasks and roles that perform this tax in the tax system of the country and its impact on economic activity and the behavior of economic agents.

Contents of the Course:

Theoretical basis of taxation of corporate income. System of taxation of corporate income. Distribution of the tax burden. Effect of tax on corporate financial decisions of corporations. A common feature of corporate taxation on 01/01/2007. Sources of profit and dividend income. International obligane.Predotvratyavane deviations from taxation. Income tax purposes and nature. Tax base rate. Special cases. Financial result. Tax differences. Amounts involved in determining financial results. Tax depreciable assets. Declaration and payment of tax on corporate income tax. Special cases withholding. Accounting, Corporate Tax.Change in accounting policy. Accounting errors. Transfer of loss. Corporate tax for financial institutions and cooperatives. Corporate taxation conversion, liquidation, bankruptcy and move the seat in another EU country. Reduction, transfer and exemption from income tax. Tax relief. Tax withholding tax base and tax rate to him. Tax costs. Alternative danatsi.Danak on gambling tax revenue budget entities, tax operating activities 2 ships. Penalties.Administrative penalty. Characterization of changes in corporate taxation in the EU accession and general characteristics of this type of taxation applicable in the EU countries. Avoidance of double taxation.

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.

Course hours per week: 21 + 0s

Type of exam: written

EUROPEAN ECONOMY

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The course of European Economic Co-operation aims to introduce to the students the conditions, the beginning and the development of the European integration, led to the creation of the European Union. The main principles of the European Economic Community are considered and the European Union, the stages of integration, the basic institutions of the European Economic Community and the European Union, the basic politics and structures of the European Community. The Objective of the discipline is to provoke the students to analyse and to rationalize the character and the structure of the European Community, to understand the difficulties of the integration and the meaning of the general politics of the EU.

Contents of the Course:

Conditions and terms for the European integration. The first steps of the European economic co-operation. Basic stages for European integration. The countries- members of the EU – time frames for entry, problems and successes. Institutions and organs of the European Union. The means of decision-making in the EU. Economic and monetary union – establishment, principles and development. The basic politics of the European Union. Structural and regional politics of the European Union. European Union as a world factor in the World Economy. Concepts for the future of the European Union.

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.

Course hours per week: 21 + 0s

Type of exam: written

STOCK AND DISTRIBUTION POLICY

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The course "Commodity and sales policy" is a prerequisite for enriching the social and economic culture of the students, providing the opportunity to use the entire arsenal of knowledge acquired during their training in the specialty. The course provides opportunity for training of logical thought, giving the opportunity to generate new ideas, and encourages students to appreciate the benefits of unconventional thinking. The course has a key role in the formation of the system of scientific knowledge and skills necessary for the professional - manager. Based on the general and specific knowledge obtained in the general course in the basics of marketing, training appears to be a logical extension and upgrading of knowledge, along with the acquisition of new knowledge, development of skills and habits that will have a high practical value for students their future. *Aim and objectives:* The course aims to meet the great need for adequate adaptation knowledge and successful performance in a constantly changing economic environment.

Contents of the Course:

Goods such as elements of the marketing mix. Formation of a company policy of stock Procedure for the formation of stock policy. Innovation policy company. Formation of innovation strategy Organization of innovation activity Process of creating a new product Marketing strategy for new products Design, packaging and marking of new products Methods to assess consumer preferences for alternatives a new product Marketing and scientific and technical policy

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.

Course hours per week: 31 + 0s

Type of exam: written

CORPORATE FINANCE

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The course is aimed to transmit to the students the basic knowledge about the corporate finance. The material includes a reasonable compromise between theoretical and practical information. The course is aimed at letting the students: to consider the particularities of the corporate finances; to acquire new basic knowledge and skills for organizing and managing of the finances on the firm level; to be aware of the methods for planning and regulating in the sphere of the corporate finance, as well as of the applicable organization structures in this regard; to apply the existing techniques for generation of innovative and creative ideas in the corporate finance; to be able to identify, evaluate and avert and limit the risk that accompany the management of the finances of a firm.

Contents of the Course:

Introduction in the Corporate Finance. Capital of the enterprise. Price of the Capital. Capital structure. Yearly Finance Repots. Finance. Reproduction of the Firm's Capital. Management of the Current Assets. Methods for Evaluation of the Assets. Investment. Static Methods for Evaluation of the Investment. Investment. Dynamic Methods for Evaluation of the Investment. Investment's. Investing in Finance. Finance Liquidity of the Finance Analyses, Planning and Forecasting.

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.

Course hours per week: 31 + 0s

Type of exam: written

MANAGEMENT OF CORPORATE INVESTMENTS

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

Lectures "Management of corporate investments" has been developed in line with the overall objectives of the subject "Corporate Management". Structurally covers: basic general management issues of corporate investments, including in the context of the implementation of the Structural and Cohesion Funds, approaches and methods for analyzing and evaluating corporate investment projects, approaches and methods of analysis and evaluation risk in corporate investment projects. The aim of the course "Managing corporate investment" is to provide students with detailed knowledge of the management of corporate investments, formation and general approach for the implementation of corporate strategy and investment policy in the modern world.

Course contents:

Introduction to corporate investment. Overview of financial markets and investment. Secondary markets and auction mechanisms. Theory of Investment Portfolio. Capital market theory and models for determining the prices of the underlying assets. Basic principles of management of assets and liabilities. Insurance companies. Pension and donor funds. Investment companies. Mutual Funds. Forecasting profits. Stock market efficiency and operating costs. Indexation. Active management of investments. Use of futures indices in the management of corporate investments. Use the options on securities in the management of corporate investments. Models for pricing options on securities. Securities with fixed income. Valuation of bonds. Prices and bond yields. Factors affecting bond yields. Management of bond portfolios. Strategies for debt financing. Use of futures and options in the management of corporate investments. Risk management of corporate investments. Diversification of the investment portfolio. Measuring the effectiveness of investments. Evaluation of the effectiveness of investment management.

Teaching and assessment

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

Hours per week: 31 + 0s

Type of exam: written

illustrate theory. The course ends with an examination. In training priority is given to practical and independent work by students. Students are informed about the organization of training, the on-going control, the assessment and examination at the first lecture.

BUSINESS NEGOTIATIONS AND COMMUNICATION IN THE CORPORATE BUSINESS

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The training course on "Business negotiation and communication in "corporate business" is designed for students of master's degree in "corporate business". *The aim* of the training course is to acquaint the students with the modern problems of business communication in international business. The Students will learn about the latest research of worldwide known specialists in communications and business negotiations internationally. The aim is to acquire knowledge, to obtain skills and abilities for personal and business contacts, professional efficiency and successful career. After finishing the course students will be able to take into account differences in national cultures, their characteristics and dimensions, to track the impact of these differences on communication in international business and in business negotiations.

Contents of the Course:

Business communication in modern business. Importance of business communication. Requirements for contemporary business communication and modern business leaders. Nature of business communication. Types and forms of business communication. Business communications in the organization. Communication in the business environment. Nonverbal communication. Principles of business communications. Rules for keeping business correspondence. Requirements for business correspondence and oral communications. Business negotiations – nature, importance. Preparation of business negotiations. Approach toward negotiations. Conduct of negotiations. Style of negotiations. Exchange of information during negotiations. Convincing and creativity during negotiations. Reaching agreement in negotiations. Conflict management in negotiations. Organization of negotiations, strategy and tactics in their conduct. Cultural differences in business communication and negotiations. Features intercultural communication. Successful rules of conduct in international practice

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.

BUSINESS PROCESS MANAGEMENT

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The objective of the subject of Management of Business Processes is to extend the knowledge of students majoring Business Administration on the issues related to business processes management and on that basis to contribute to their complex multi-functional training. *The major problems* to be solved throughout the implementation of the syllabus are: to extend students' training and knowledge of management of business processes and their information support; to develop skills of management of business processes in modern organizations.

Contents of the Course:

Significance of business processes management for the enhancement of the company's competitive power. Essence of the concept of management of business processes Building a team for business processes management Process approach in re-engineering. Focusing on the business process. Diagnostics and choice of process Methods of process approach. Transformation of process Technology of business processes management Identifying and studying the critical process. Transformation and introduction of the process Information

Course hours per week: 31 + 0s

Type of exam: written

Course hours per week: 31 + 0s

Type of exam: written

technologies in management of business processes. The change as a result from the management of business processes

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.

COMMUNICATION POLICY

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

Course "Communication Policy" aims to deepen students' knowledge of the role, nature and specificities of communication in the implementation and management of the corporation. In view of this, the main lines of communication policy (public relations, advertising policy, sales promotion, personal selling and sponsorship, etc.) are considered, depending on the nature and specific activities of the various corporations (eg, selling product just on the EU market or other markets), their organizational and management structures, etc.. When considering the role and nature of international business communication in a number of Bulgarian researchers justify the conclusion that in a market economy despite economic difficulties and limited export opportunities, foreign economic activity of Bulgarian companies have intensified promotional communications in foreign markets. They provide for their preparation and implementation to take account not only the nature of the business and the goods or services, but also the status and characteristics of the markets where advertising communications conducted (economic, cultural, demographic and other conditions, competition, etc.). Overseas communications and impacts on potential buyers abroad, when properly prepared, planned, organized and implemented, contribute to the development of production and trade, to increase the effectiveness of international business.

Contents of the Course:

Communication in marketing - nature, role, tasks and objectives. Communication strategy and key elements of the communication policy Public Relations (PR) Origin, development, nature and functions of advertising. Types of advertising organization advertising. Major players in the advertising process motivation object and purpose of advertising. Developing the Creative Guidelines, stages and methods of marketing and advertising research preparation and planning promotional communications process of the campaign. Main channels for advertising. Organization and implementation of campaign advertising constants - a trademark, appellation of origin and others. Printed media to disseminate advertising. Advertising in the press. Specialized printed advertising media Direct Advertising - nature, types and requirements Advertising via electronic emitter means - radio and television advertising, advertising Internet means to distribute advertising. Movie ads. Outdoor and transport advertising. Advertising at point of sales. International trade fairs, exhibitions, shows and more. Packaging and promotional packaging and other promotional tools Sales promotion Personal selling and sponsoring

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.

BUSINESS PROJECT MANAGEMENT

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

Lectures "Managing Business Projects" was developed in accordance with the general objectives of the subject "Business Management. The first module discusses the problems of developing business investment projects of enterprises. The second module expands knowledge, focusing on the organization and management of projects for the pre-application and other donor programs. The aim of the course "Management of business projects" is to

Course hours per week: 31 + 0s

Type of exam: written

provide students with detailed knowledge of effective project development and management process in their creation and implementation, and on opportunities to attract funds from pre-grant programs and other business development , NGOs, R & D and others. Major tasks to be solved in the implementation of the curriculum are: Understanding the nature, character, composition and role of business development projects of the organization. Acquisition of knowledge and skills to develop a business plan. Understanding the organization of the implementation of their business plan, its monitoring and control, reporting and evaluation of the project.

Contents of the Course:

Definition of project. Purpose of the project. Types of projects. Phases of the project. Project life cycle. The development of investment business project. Contents of the investment project. Main sections. Specific tasks of the main sections. Information Section of the investment project. Need to develop its content. Section 'current financial condition 'of the investment business project. Documents needed to reflect the current financial position of the company. Financial and economic analysis of the current financial situation. Section "Techno - economic project." Project Description. Marketing, pricing and markets. Structure of Feasibility Project. Section "forecasting models." Project performance. Sales forecasting. Budget stock. Budget cost of production. Forecasting profits. Prediction of receivables and payables. Forecasting cash flow, balance sheet and income statement. Analysis of predictors. Baseline forecast financial performance. Key predictors. Analysis of the critical point. Present value of expected cash flows. Net present value. Internal rate of return. Index returns. Analysis of credit risk. Main indicators of the analysis. Identify projects for utilization of funds and other donor funds. Identification and analysis of problems. Identification and analysis of stakeholders. Objectives of the project. Development and analysis of alternatives. Select the project approach. Organizational and project planning. Public Involvement in the project. Institutional environment of the project. Determination of the partners. Team building project. Key elements of the project. Components of the project. Risks of the project. Preparation of project proposal. Assessment of the proposal. Definition of the evaluation. Criteria for evaluation. Evaluation mechanism. Principles of the selection process. Financing of the project. Stages of the project. Human Resource Management. Financial management. Of activities. Public Relations. Monitoring and control of the project. Reporting to the project. Strategy for ending or continuing the project after funding. Evaluation of the project. Definition of the evaluation. Types of assessments. Analysis of the project.

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.