



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. Ikonomoka, 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 menagement in big companies;
- Specialists in units of the management hierarchy;
- Experts / advisers / Corporate Management;
- Consultants on 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;
 - Asset management, finance and investment corporations.
3. Ability to acquire integrated application of 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 space.

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. 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. Elective course – Module II	3.0
6. Elective course – Module I	3.0	State exam or Defense of a Master Thesis	15.0
Elective courses – Module I (students choose two courses)		Elective courses- Module II (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 1 ACADEMIC YEAR: 60 CREDITS

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

STRATEGIC CORPORATE MANAGEMENT

ECTS credits: 6.0

Form of assessment: on-going control and exam

Semester: 1

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: 1

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

Course hours per weak: 21 + 2s

Type of exam: written

Course hours per weak: 21 + 0s

Type of exam: written

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 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

Form of assessment: on-going control and exam

Semester: 1

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.

Course hours per week: 4l + 0s

Type of exam: written

ASSET MANAGEMENT OF JOINT-STOCK COMPANY

ECTS credits: 6.0

Form of assessment: on-going control and exam

Semester: 1

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.

Course hours per weak: 41 + 0s

Type of exam: written

INTERNATIONAL MARKETING

ECTS credits: 6.0

Form of assessment: on-going control and exam

Semester: 1

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.

Course hours per weak: 31 + 1s

Type of exam: written

CORPORATE FINANCIAL 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:

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.

Course hours per week: 21 + 0s

Type of exam: written

CORPORATE TAXATION

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 1

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.

Course hours per week: 21 + 0s

Type of exam: written

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.

EUROPEAN ECONOMY**ECTS credits:** 3.0**Form of assessment:** on-going control and exam**Semester:** 1**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.

STOCK AND DISTRIBUTION POLICY**ECTS credits:** 3.0**Form of assessment:** on-going control and exam**Semester:** 2**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**Course hours per week:** 21 + 0s**Type of exam:** written**Course hours per week:** 31 + 0s**Type of exam:** written

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 FINANCE

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 2

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: (i) to consider the particularities of the corporate finances; (ii) to acquire new basic knowledge and skills for organizing and managing of the finances on the firm level; (iii) 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; (iv) to apply the existing techniques for generation of innovative and creative ideas in the corporate finance; (v) 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.

MANAGEMENT OF CORPORATE INVESTMENTS

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 2

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.

Course hours per week: 31 + 0s

Type of exam: written

Hours per week: 31 + 0s

Type of exam: written

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. Lectures are enriched with tables, schemes and practical examples to illustrate theory. The course ends with an examination. In training priority is given to practical and independent work 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: 2

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: 2

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

Course hours per week: 31 + 0s

Type of exam: written

Course hours per week: 31 + 0s

Type of exam: written

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 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: 2

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 dr.usloviya, 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 InternetDrugi 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: 2

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

Course hours per week: 31 + 0s

Type of exam: written

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 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 predprisaeditelni 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.