



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

66 Ivan Mihaylov Street, Blagoevgrad 2700
Tel. + 359 /73/ 8855 01, Fax: + 359 /73/ 8855 16

E-mail: info@aix.swu.bg

<http://www.swu.bg>

Department of Tourism

ECTS Information Package

Tourism Major

Master Programme: Management of the entertainment industry

Requirements for the professional qualities and competences of the graduates:

The Master degree is intended to deliver general educational and specialized theoretical knowledge and practical skills, enabling the establishment of a private tourist business and/or performance of managerial functions. Therefore, in the curriculum contains disciplines which form the basis of knowledge base related to the management, organization, planning and marketing and businesses that create necessary to attract tourists attractions and operate in the areas of tourism animation, organization of sports events and events, variety show programs and gambling activities, production activities, organization and realization of theatrical events and theater productions; organization of festival and event activities and more..

Requirements to the training of the specialist:

The specialist who completes the Master educational and qualification degree with Management of the entertainment industry professional qualification should possess special skills in the spheres of:

- planning, organization and control in carrying out entertainment activities and tourism events;
- managing tourists' leisure as main products users offered by the entertainment industry;
- National characteristics and behavior of tourists;
- social psychology and recreational activities users audiences profiling of events and tourism;
- entertainment's industry enterprises marketing in regards to the different types sending tourist markets;
- the investment activity for the purpose of organizing, implementing the supplied entertainment tourism products marketing;
- negotiation technics for tourism industry entertainment businesses purposes;
- corporate strategies and pricing in alternative tourism enterprises;
- security governance regarding the organization and conduction of various types of entertainment events and activities.

The master specialist has to:

- know the specifics of different activities management (sports, cultural gambling, etc. Events and activities) offered as attractions and subject for tourist visit realization;
- possess a high degree of autonomy in formulating and making managerial decisions in tourism entertainment activities.

The accumulated knowledge and practical experience should apply integrative analysis of:

- the market entertainment services in tourism;
- the leisure budget tourists - consumers of entertainment industry products;
- status and development of recreational activities needed for their cultural resources in the various geographic areas;
- implementation of particular management practices in the field of sports tourism, gambling tourism, event tourism, cultural tourism.

The training course in the Master program terminates with a Master's thesis, the theme of which is consistent with the individual interests of students, with a view to their future career.

Following Master's degree completion, with professional qualification "Management of the entertainment industry", students can work in business, ecological, cultural and historical, hunting, extreme, speleo, ethnographic, ethnological and other types of tourism, such as managing small and medium tourism enterprises as well as enterprises and organizations providing products of the entertainment industry for the needs of tourism.

Tourism Graduates may pursue careers and to hold office according to the „THE NATIONAL CLASSIFICATION OF OCCUPATIONS LIST OF POSITIONS, 2011" constituting Annex 4 to the Order № PD01-931 / 27.12. 2010 enacted changes in NCO-2011 from 01.01.2013:

- 1411/3001 Hotel Department; 1411/3002 Hotel Manager; 1411/3003 Motel Manager; 1411/3004 Boarding-house Manager; 1412/3001 Catering establishment Manager; 1412/3003 Self catering restaurant Manager; 1412/3004 Shop / café Manager; 1412/3005 Bar Manager; 1412/3006 Restaurant Manager; 1412/3007 Canteen Manager; 1412/3009 Restaurant Department Head; 1431/3001 General Secretary, sports organization; 1431/7003 General Secretary, sports organization; 1431/7004 Director of the cultural organization / Cultural Institute; 431/7005 Theater director; 431/3006 Cinema Director; 1431/7007 Deputy Director, Institute / cultural activities organization; 1431/7008 Vice President, Sports Club; 1431/7009 Vice-President, sports organization; 1431/7010 Vice-President, Society for Physical Education and Sport; 1431/7011 Deputy theater Director; 1431/7012 Sports Club Chairman; 1431/7013 Chairman, sports organization; 1431/7014 Chairman, Society for Physical Education and Sport; 1431/3015 Manager leisure / recreation facilities; 1431/3016 Manager sports activities; 1431/3017 Manager casino; 1431/3018 Manager bingo hall; 1431/3019 Manager hall of slot machines; 1431/3020 Manager entertainment / amusement parks; 1431/6021 Head department of cultural activities; 1431/6022 Head recreation; 1431/6023 Head sports activities; 1431/6025 Manager cultural activities; 1431/6026 Sport manager; 1439/3003 Camp Manager; 1439/3004 Manager travel agency; 1439/3006 Hut Manager; 1439/6007 Head of tourism agencies departments; 1439/3009 Head of conference center;

The qualification characteristics of the Tourism major for the Master degree with professional qualification "International Tourism" is the basic document which determines the development of other documents such as curricula and course programmes. It is conformed to the Law for Higher Education of the Republic of Bulgaria, the state requirements for award of Master, Bachelor and Specialist degree in the Tourism major, as well as the regulations of the SWU of Neofit Rilski.

CURRICULUM STRUCTURE

PROFESSIONAL FIELD: TOURISM

SPECIALITY: TOURISM

EDUCATIONAL AND QUALIFICATION DEGREE: MASTER

MASTER PROGRAMME: MANAGEMENT OF THE ENTERTAINMENT INDUSTRY

PROFESSIONAL QUALIFICATION: MASTER IN MANAGEMENT OF THE ENTERTAINMENT INDUSTRY

FORM OF TRAINING: FULL-TIME AND PART-TIME

| First year | | | |
|---|--------------|---|--------------|
| First semester | ECTS credits | Second semester | ECTS credits |
| 1. Components of the entertainment industry | 5.0 | 1. Theatre management | 4.0 |
| 2. Leisure Management | 5.0 | 2. Television and Cinema Management | 4.0 |
| 3. Production activity and management of productions | 5.0 | 3. Management of sports events | 3.0 |
| 4. Cultural profiling consumer audiences | 5.0 | 4. Elective course | 4.0 |
| 5. Elective course | 5.0 | State exam of Master thesis defense | 15.0 |
| 6. Elective course | 5.0 | | |
| Elective courses (students choose two courses) | | Elective courses (students choose two courses) | |
| 1. Tourism animation | 5.0 | 1. Social Psychology | 4.0 |
| 2. Torist behavior | 5.0 | 2. Negotiation techniques in the entertainment industry | 4.0 |
| 3. Protocol and etiquette in the entertainment business | 5.0 | 3. Festival activities | 4.0 |
| 4. Investments in the entertainment industry | 5.0 | 4. Event Tourism | 4.0 |
| 5. Marketing of the entertainment industry | 5.0 | 5. Gambling Management | 4.0 |
| 6. Cultural and Historical Heritage | 5.0 | 6. Security Management in the entertainment industry | 4.0 |
| | Total 30 | | Total 30 |

TOTAL FOR 1 ACADEMIC YEAR: 60 CREDITS

DESCRIPTION OF ACEDMIC COURSES

Major: Tourism

Management of the entertainment industry

COMPONENTS OF THE ENTERTAINMENT INDUSTRY

ECTS credits: 5

Form of assesment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotaion:

The lectures present specialized information on the components of the entertainment industry. " The aim is for students: to acquire basic theoretical knowledge of the fundamentals of entertainment industry and its components; know the specifics of different types entertainment activities; know and apply the main marketing strategies; know the specifics of basic regulations in the country and the EU in the area of entertainment industry. The content is selected in accordance with the prescribed workload and specifics of the course, where within a reasonable compromise between theoretical and empirical material, it is given a priority to the relationship between the economic theory and good practices in the entertainment industry. The goals and objectives are to equip students with basic knowledge and practical skills in the taught material with a focus on the fundamentals of the entertainment industry and its components.

Course content:

History of the entertainment industry. Theoretician and methodological problems of the entertainment industry. Applied problems of the entertainment industry. Categories of the entertainment industry. Banquets, musical events and games. Categories of the entertainment industry. Performances- theater, cinema, dance, circus, street performances and other. Categories of the entertainment industry. Sporting events, fairs and markets. Effects on the entertainment industry from the development of electronic media. Human Resources. Security. Infrastructure and superstructure of the entertainment industry. Marketing strategies for the development of the entertainment industry. Public Relations. Innovation in the entertainment industry. Legislation rules in the field of entertainment industry in Bulgaria, Europe and worldwide. Analysis of the forces of supply and demand in the entertainment industry. Consumer behavior when choosing a service of the entertainment industry. International organizational structures of the entertainment industry. National organizational structures of the entertainment industry

Teaching and assessment:

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

LEISURE MANAGEMENT

ECTS credits: 5

Form of assesment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotaion:

The course is aimed at enriching students' knowledge on the use of leisure time for the recovery of people through tourism and recreation. The course aims to teach and guide students toward those techniques whose application contributes to the rational use of leisure time through tourism and recreation. The inclusion of the subject in the curriculum is justified by the growing global importance of leisure time as a concept directly related to leisure or even recreation. Special attention is paid to the role and activities of educational and administrative institutions to organize a significant portion of the free time of those people involved their, through inclusion into various groups, respectively segmented according to the nature of their interests and hobbies, as well as involving them in various games and competitions. The course aims first and foremost the students to master the knowledge of the main motives and the way of entertainment, full use of the leisure and leisure, according to their specificity for different nationalities and psycho-physiological types.

Course hours per week: 31 + 1s

Exam type: written

Course hours per week: 31 + 0s

Exam type: written

Course content:

Study of the terminology. Historical impacts on leisure - focus and benefit from studying the historical aspects. Relationships and dependencies of leisure and tourism. Typology of leisure. Methodical apparatus for measuring leisure time in relation to tourism. Study and implementation of quantitative methods for assessing leisure. Study and application of quality assessment methods leisure. Tourist consumption at leisure. Planning of leisure and entertainment. Household's leisure time. Leisure time for sports and entertainment. Nutrition and fitness leisure. Wellness and spa programs during leisure time.

Teaching and assessment:

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

PRODUCTION ACTIVITY AND MANAGEMENT OF PRODUCTIONS

ECTS credits: 5**Form of assesment:** progress assessment and exam**Semester:** 1**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation: The course of lectures introduces students to the nature of the production functions of producer and production projects management in the entertainment industry. The aim is: to equip students with basic theoretical knowledge of entertainment industry production, primarily in film, television and music business; to gain knowledge in production activity specifics and the management of productions' products; to gain knowledge in laws and regulations in the field of the production activity, audiovisual production and music business. Goals and objectives are set to equip students with basic knowledge and practical skills on the thought material and especially work place production's nature and specifics, role and functions of the producer in the creation, implementation and management of production projects in the entertainment industry.

Course content:

Producing Introduction. Basic parameters of the profession "producer". Normative documents regulating the production activity. Producer in the film industry. Scenario audiovisual work and production. Contractual relations in the film industry. Financing of productions. Other sources of funding for production projects. Calendar - staging plan audiovisual work. Rules for its development. Plerimenary period, preparatory period, filming, postproduction and liquidation period. Budget of audiovisual work. Preparation and presentation of the budget. The Production TV. The Production Music. Producer responsibility for developing and managing the production. Responsibility to financial partners, terms, quality.

Teaching and assessment:

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

CULTURAL PROFILING CONSUMER AUDIENCES

ECTS credits: 5**Form of assesment:** progress assessment and exam**Semester:** 1**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

The course lectures has been prepared as specialized information related to current trends in the characteristics of cultural profiling and practices of cultural tourism in the context of key importance in the global travel industry. The aim is for students: to acquire basic theoretical knowledge of the key components of cultural profiling - unique competencies specific features dramaturgy of the experiences image; know the specific peculiarities of the users of cultural tourism; to know and be able to apply basic strategies for successful cultural profiling; to know the specifics of the design supply adapted to cultural profiling. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between the theoretical and empirical material focuses on the relationship between the characteristics of cultural profiling successful

implementation, the specific needs of target groups and the possibilities of creating custom interest and satisfaction.

Course content:

Equality in tourism supply and Profile clear specialization requires: Introduction. Interchangeable offers and lack of clarification for consumers. Consumer interest formation features in cultural tourism practice. Nature of cultural profiling. Importance of cultural profiling tasks and goals. Diffusion profile and its impact on cultural tourism supply and demand. Key components of cultural profiling. Unique features and specific skills. Image and dramaturgy of experiences. Key components of cultural profiling. Coordination of cultural tourism. Communicating cultural profile. Types of groups, consumers of cultural tourism. Characteristics, consumer attitudes and expectations of the target groups. Adapting supply to cultural profiling. Features of the design of the products and services of cultural tourism. Requirements for the provision of information in the cultural profiling. Quality of experience as a key element of cultural profiling. Process dramaturgy of experience. Model experience. Strategies for the realization of cultural profiling. Strategic goal setting. Analysis and evaluation of existing cultural profile. Model and criteria for analysis and evaluation of the cultural profile. Stages of cultural profiling. Bourdieu's theories and Veblen in the context of cultural profiling. Theory of symbolic capital. Theory of prestigious consumption. Communicating profile. Features of communicating cultural profile. Correcting existing cultural profile. Opportunities actions and steps to change and / or strengthening it. The role of state and local authorities to implement cultural profile.

Teaching and assessment:

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

TOURISM ANIMATION

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course lectures has been prepared by specialized information related to changes in the tourism industry and in particular a changed situation in terms of consumer expectations and needs and opportunities to satisfy them. The aim is for students: to acquire theoretical knowledge on the role of tourism animation in consumer satisfaction enhancement practicing different types of tourism; to know the types of tourist animation and relevant characteristics; to be able to adapt the tourism animation to the characteristics of the target groups; to know the characteristics and be able to operate in the stages of planning, preparation and realization of tourist animation.

Course content:

Generating the need for tourist animation: Introduction. Nature and objectives of the tourism animation. Advantages and goals. Types of tourist animation. Features, tasks and features. Analysis of unmet needs and desires of tourists and design of the tourism animation. Hotel animation. Children's animation. Sports animation. Planning and organization of animation activities. Financial support of the animation business. Requirements animators. Tourism animation quality. Evaluation of consumer satisfaction of tourist animation. Features of experience as a key component of the tourism animation.

Teaching and assessment:

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

TOURIST BEHAVIOUR

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Course hours per week: 31 + 0s

Exam type: written

Course hours per week: 31 + 0s

Exam type: written

Faculty of Economics

Annotation:

The course covers a number of issues which have a direct connection with the management of the tourist destination or company, such as segmentation and motivation of tourists, stages in the process of making a purchase decision, assess the level of customer satisfaction, cross-cultural differences in tourist behavior. The content is selected in accordance with the prescribed workload and specifics of the course. The aim is to equip students with basic knowledge and practical skills and develop skills for analyzing tourist behavior in relation to different market segments. After successful completion of the course, students will be able to: Understand the role of tourist behavior in the marketing process; Identify factors that motivate tourists when making a purchase decision; Identify different market segments in tourism and know the differences in demand; Assess the level of consumer satisfaction.

Course content: Introduction to tourist behaviour; Tourist typologies; Determinants of tourist behaviour; Tourist experience; Empirical methods for studying tourist behaviour; Tourist behavior and marketing; Destination choice; Tourist motivation; Tourist satisfaction; Destination image; Tourist behavior in alternative forms of tourism; Trends in tourist behaviour.

Teaching and assessment:

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

PROTOCOL AND ETIQUETTE IN THE ENTERTAINMENT INDUSTRY

ECTS credits: 5

Form of assesment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The changes in the social business culture lead to the fact that today, business etiquette being a practical skill and an important element of the professional ethics is an economic necessity. The acquisition of the business etiquette gives the opportunity to every specialist to receive the desired professional occupation and successful career. Gaining knowledge of the basic protocol and etiquette rules and standards involves studying: the norms and application of the business correspondence, the different types of business communication, incl. negotiations, and the use of the main tools for personal influence and interaction, the standards of behaviour in business environment. "Protocol and etiquette in the entertainment industry" is a discipline that should acquaint students with the specifics, requirements and standards of business communication in the entertainment industry turning them into future adept communicators in this field.

Course content:

Verbal communication and protocol. Nonverbal communication and protocol. Communication styles and temperament. Presentations and protocol. Intercultural differences of the foreign partners. Professional ethics and business etiquette. Etiquette of business correspondence. Business letters. Internet etiquette: Email, Skype, Facebook, Viber . Telephone business etiquette. Types of communication barriers in business . Principles, tools and personal differences in the application of business etiquette in the entertainment industry. Types of business communication: business discussion, negotiations, briefings, public speeches. Business contacts in the entertainment industry: introduction, greeting, first impression, critics, request, and refusal. Relationships with colleagues. Relationships with customers and partners.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be individual and in work groups. Knowledge, skills and expertise in developing both practical assignments and course work are assessed.

INVESTMENTS IN THE ENTERTAINMENT INDUSTRY

ECTS credits: 5

Form of assesment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Course hours per week: 31 + 0s

Exam type: written

Course hours per week: 31 + 0s

Exam type: written

Faculty of Economics

Annotation:

The training course is designed as specialized information for the specifics of the investment process in the entertainment industry. It is consisted of basic topics on the investment theories, strategies and decisions, as well as concrete problems of analysis and assessment of the effectiveness of the alternative investment projects. Special accent is put on the investment decisions financing and optimization. The content is selected in accordance with the prescribed workload and specifics of the course, where within a reasonable compromise between theoretical and empirical material This specialized information is developed a rich textual material and case studies and practical tasks are designed to consolidate the framework of the knowledge given by the lectures, to elaborate further usage in practice.

Course content:

Corporate finance and financial management. Annual financial reports Analysis of the annual financial reports. Investments and investment theories. Classification of investments. Management of the investments. Investment strategies. Investment decisions and investment process. .Ongoing control and assessment. Test for ongoing control and knowledge assessment. Static methods for analysis and assessment the effectiveness of investment projects. Dynamic methods for analysis and assessment the effectiveness of investment projects. Application of the methods for analysis and assessment the effectiveness of investment projects . Long-term financing of the company. Equity capital Long-term financing of the company. Borrowed capital. Return on investment (ROI) and return on equity (ROE). Sensitivity analysis and simulation methods.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and homework, computer tests and course assignments are assessed.

MARKETING OF THE ENTERTAINMENT INDUSTRY

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The lectures present specialized information on the trends in the global entertainment industry. The aim is for students: (i) to acquire basic theoretical knowledge of the marketing fundamentals in the entertainment industry; (ii) know the specifics of management the entertainment activities; (iii) know and apply the main marketing strategies; (iv) know the basic regulations in the country and the EU in the area of entertainment industry. The content is selected in accordance with the prescribed workload and specifics of the course, where within a reasonable compromise between theoretical and empirical material, it is given a priority to the relationship between the economic theory and the good marketing practices in the entertainment industry.

Course content:

Comparative analysis of legislation rules and norms in the field of entertainment industry in Bulgaria, Europe and worldwide. Historical stages and methodological sources of development of the entertainment marketing concept and theory. Definition of marketing - mix. Factors acting on the market and influencing the choice of marketing mix . Role of marketing research. Types of information according to the source. Methods of collecting primary information. General methodology of exploratory process. Types of study. Online Marketing. Specific examples. Marketing strategies. Commodity strategy.. Marketing strategies. Manufacturing strategy. Marketing strategies. Innovation strategy. Marketing strategies. Sales strategy. Channels for marketing and logistics. Marketing strategies. Pricing strategy. Factors affecting prices and choice of pricing strategy in the market. Marketing strategies. Communication strategy. Public Relations. Problems of realization of goods and services at micro and macro level. Marketing of the entertainment industry - equipment and technologies.. Organizational structures in the international marketing of the entertainment industry. Marketing ethics and social responsibility in decision making.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and homework, computer tests and course assignments are assessed.

CULTURAL AND HISTORICAL HERRITAGE

ECTS credits: 5

Form of assesment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The discipline offers analysis of the development of the Bulgarian cultural and historical heritage its contemporary condition and its use as a tourist resource. It represents the ideological state of the cultural and the historical heritage and its current presentation to the audience. The course studies the opportunities and best practices of the presentation of the cultural and historical heritage in Bulgaria, with a view to the needs of the modern tourist. The objectives and the tasks for the students are to acquire the theoretical knowledge and practical skills of the discipline's techniques and material and to explore the main cultural and historical monuments, their treatment and usage in the modern tourist industry. The subject of the course is the cultural tourism. The emphasis is laid upon the specific features, which determine the way it is managed. A high level of theoretic and practical knowledge is persued, which should enable students to participate in debates or practical programmes, focused on tourism and its links to different expressions of culture. The objective is to inform students on the main components of cultural tourism management and develop managerial skills at macro, regional and micro level.

Course content:

Concept of culture and ways of perception of the cultural and historical monuments. Definition of cultural tourism, forms of cultural tourism. Sustainable cultural tourism. Good practices. Regulations. An ancient cultural and historical heritage in the Bulgarian. Thracian, Greek and Roman monuments. Condition and ways of presentation. Bulgarian medieval-cultural and historical heritage. Monuments of the Medieval Bulgarian member and Byzantine Monuments in the Bulgarian lands. Problems of the study and their presentation of cultural and historical heritage of the time of the fall of the Bulgarians under Ottoman rule. And the Bulgarian national revival. Monuments from the period - bulgarian and Turk. Further Modern interpretation. Cultural and historical heritage of the Third Bulgarian State. Foreign influences on the Bulgarian traditions. Modern Interpretation and presentation. Socialist-cultural and historical heritage. Perceptions and ways of interpretation and presentation.

Teaching and assesment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is expected to be an individual and working groups. Assess knowledge, skills and competence in the development and practical classes and the homework, computer tests and coursework. Apply current control. The purpose of the current review is to build responsibility for the prior training, systematic approach in acquiring knowledge, forming of applied thinking skills in information products and ability to work in a team.

THEATER MANAGEMENT

ECTS credits: 4

Form of assesment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course of "Theatre Management" is focused on the development of modern management and business thinking in the field of cultural institutions converting the managers position as the most efficient and flexible strategic one. The course gives a detailed overview and analysis of economics and management, marketing and fundraising in the arts sector. This requires tracking and study of state policy towards the theatrical infrastructure (attempts to reform and funding principles) as well as creating mechanisms for the creation of a cultural product. Preconditions are being used to explain the gradual introduction of economic factors in the operation proces in theater through practical, theoretical and conceptual views on management in commercial and nonprofit cultural sector. The course includes topics such as current legislation in the field of theater and economics of theater design and structure. Attention is paid to the artistic policy as a guiding principle in the work of the manager.

Course content:

Nature, objectives and tasks of the theater management. Characteristics of the performing arts and special features of the theater as part of them - introduction. Management as a process. Forming a strategy for management of theatrical processes. The organizational structure. Life cycle of theatrical organism. Idea and basis for the project. Project Management. Operation of organizational culture in the theater. The dual model of leadership in the theater. Coordination and decision-making. Crisis management. Management of distribution of

production of theatrical organization. Analysis of the theater sector in view of the organizational structure. Strategy and problems. Restructuring of theatrical structure. Analysis of the basic elements of theater leadership. Coordination and decision-making. Teamwork. Steps in theater management.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is expected to be an individual and working groups. Assess knowledge, skills and competence in the development and practical classes and the homework, computer tests and coursework. Apply current control. The purpose of the current review is to build responsibility for the prior training, systematic approach in acquiring knowledge, forming of applied thinking skills in information products and ability to work in a team.

TELEVISION AND CINEMA MANAGEMENT

ECTS credits: 4

Course hours per week: 41 + 0s

Form of assesment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course lectures emphasize on the specialized information on modern trends in world television and film industry, giving special attention to the specifics of the Bulgarian media and film market. The aim is: To build a proper understanding of the role and the specificity of the television and film management and clarify its place in the production mechanism. The purpose of the course is to form knowledge and some practical experience in the economic analysis of the television media market and film industry as well as managing the commercial activities business in television and film industry. There is a clear distinction on the characteristics of competition between public and commercial broadcasters, and between subsidised theater and cinema made with funds outside the official government film policy. Emphasize is put upon key points of the Bulgarian and European media and film law. Attention is paid to trends monopolization of media ownership and mechanisms of competition law.

Course content:

TV and its features. Purpose and tasks of public television. Private media and its specificity. Features of film production. Film production in Bulgaria. Management in television. Types of Management in electronic media. Program Management in television. TV programming. Production of own television production and products manufactured by external contractors. Liberalisation of the television space. TV and advertising. The law on radio and television in Bulgaria. Adjusting the TV space. Council for Electronic Media. Law on copyright and related rights. Relations between media and authors. Financial Management. TV financial market. Dynamics of the relationship between electronic media. Bulgarian electronic media in the context of overall European media landscape. Management of film production. Film project. Development of film projects. Problems of funding. The law on film industry. Problems in its application. Bulgarian cinema and the European Film Market. Sources of funding.

Teaching and assessment:

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

MANAGEMENT OF THE SPORT EVENTS

ECTS credits: 3

Course hours per week: 31 + 0s

Form of assesment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course of lectures is selected in accordance with the current workload and specifics of specialty "Tourism". Individual topics are developed as specialized information, which aims to familiarize students with: the functions of sport as a social system; meaning, functions and determinants of socio-economic importance of sports occur by chance; Technology management of sporting events; target public sporting events like product. Students acquire basic knowledge and practical skills of importance, functions and determinants of socio-economic importance of sports events.

Course content:

Basics of Management. Sport governance. Theoretical foundations of sporting events. Technology management of sporting events - practical aspects. Management of sports organizations. People sporting events. Resourcing. Social aspects of the management of physical education and sport

Teaching and assessment:

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

SOCIAL PSYCHOLOGY

ECTS credits: 4

Course hours per week: 31 + 1s

Form of assesment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is designed for students in the Master degree program and the goal is for students to: (i) be familiar with the problems of social psychology, which are part of the organization, management and economics of tourism; (ii) to understand the scale and impact of marketstructure, persistent patterns of behavior and fashion in tourism demand and offering; (iii) to analyze tourist behavior and be better able to manage complex processes to improve the quality, diversity and competitivenessof the tourism product; (iv) to acquire permanent psychological and social skills to offer quality goods andservices accordance with market requirements. The aims and objectives of the course are to equip students with basic knowledge and practical skills in teaching material.

Course content:

Nature of tourist behavior-tourist behaviorand consumer behavior, ethical and emicapproach, conceptual schemesand theoriestourismstudies. Social roles and individual characteristics of tourists. Demographic factors determining the types of tourist behavior. Touristmotivation- study andanalysisof the reasonsfor takingtouristbehavior. Exploration and choice of destination. Characteristics and features. Image buildingand promotion oftourist destinationaccording totravelmotives andbehavior. Social contacts and communication with tourists - relationship "tourist - other tourists". Social contacts and communication with tourists - relationship "tourist - local population, hosts". Cultural enrichment and cultural shock - definition and features. Perceptions and experiences of tourists in the tourist place - 'tourist behavior in place. ". Process modeling for decision-making and purchase of a tourist trip. Specifics of tourist behavior in package travel. Loyal tourists - create, attract, maintain. Studying and measuring the satisfaction of tourists. Trends in tourism demand caused by changes occurring in the tourist motivation and behavior

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and the homework, computer tests and course assignments are assessed. Progress assessment is performed. The aim of the progress assessment is to establish responsibility in respect of the prior training in systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

NEGOTIATION TECHNIQUES IN THE ENTERTAINMENT INDUSTRY

ECTS credits: 4

Course hours per week: 31 + 1s

Form of assesment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Negotiation is the preferred form of business communication in any industry. The importance of the related issues is dictated by the fact that negotiation is one of the widely spread forms of communication needed for the entertainment industry successful development.It facilitates the achievement of the intended purpose by means of an appropriate strategy, tactics and techniques within the professional ethics and legislation. This requires that the employed specialists in the entertainment and tourism industryshould have basic knowledge and skills in this

area. "Negotiation technology in the entertainment industry" is a discipline that should acquaint students with the specifics, requirements and standards of business communication in the entertainment industry turning them into future adept communicators in this field.

Course content:

Communication and protocol. Verbal communication and protocol. Nonverbal communication and protocol. Presentations and protocol. National and cultural differences of the foreign partners. Business ethics and etiquette. Communication barriers in business. Business communication effectiveness in the entertainment industry. Communication in business negotiations. Business writing. Conducting negotiations. Contracting with customers and partners. Legal contracts in the entertainment industry. Dealing with conflicts. Public relations (PR) in the entertainment industry. Advertising in the entertainment industry .

Teaching and assessment:

The training includes lectures and seminars, during which students build up basic knowledge. The required amount of knowledge is acquired by compulsory attendance through independent work by the student on specific topics. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

FESTIVAL ACTIVITIES

ECTS credits: 4

Course hours per week: 31 + 1s

Form of assesment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The lectures present specialized information on the trends in the global tourism industry and festivals management. The aim is for students: (i) to acquire basic theoretical knowledge of the nature of festival tourism; (ii) know the main types of festivals and their specifics; (iii) know the stages in the process of planning a festival. The content is selected in accordance with the prescribed workload and specifics of the course.

Course content:

Essence of the festival tourism - introduction. History of festivals. Types of festivals. The experience economy. Project management. The festival as a project. Stages in festival planning. Festival design. Design of the environment. Programme. Quality of service. Budget management. Human Resources Management. Festival Marketing 6 hours. Risk Management

Teaching and assessment:

The training includes lectures and seminars, during which students build up basic knowledge. The required amount of knowledge is acquired by compulsory attendance through independent work by the student on specific topics. Essays and written assignments are discussed in seminars. The course ends with an exam at the end of the second semester. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

EVENT TOURISM

ECTS credits: 4

Course hours per week: 31 + 1s

Form of assesment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The lectures present specialized information on the trends in the global tourism industry and events management. The aim is for students: (i) to acquire basic theoretical knowledge of the nature of event tourism; (ii) know the main types of events and their specifics; (iii) know the stages in the process of planning an event. The content is selected in accordance with the prescribed workload and specifics of the course.

Course content:

Essence of the event tourism - introduction. Types of events. Trends in Event tourism. The experience economy. Project management. The event as a project. Stages in event planning. Design event. Design of the

environment. Programme. Quality of service. Budget management. Human Resources Management. Event Marketing. Risk Management

Teaching and assessment:

The training includes lectures and seminars, during which students build up basic knowledge. The required amount of knowledge is acquired by compulsory attendance through independent work by the student on specific topics. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

GAMING MANAGEMENT

ECTS credits: 4

Form of assesment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course "Gaming management" is designed for students trained to acquire a Master degree with professional qualification "Management of the entertainment industry." The lectures present specialized information on the trends in the global gaming industry. The aim is for students: (i) to acquire basic theoretical knowledge of the basic management instruments; (ii) know the specifics of management the gaming activities; (iii) know and apply the main management strategies; (iv) know the basic regulations in the country and the EU in the area of gaming industry. The content is selected in accordance with the prescribed workload and specifics of the course, where within a reasonable compromise between theoretical and empirical material, it is given a priority to the relationship between the economic theory and the actual behavior of managers.

Content:

Problems of the legislative framework in the field of gambling. Gambling-affirmation and contemporary Bulgarian geography. Gambling and interests of social actors. Psychological characteristics of gambling. Communication aspects of gaming phenomenon. On-line gambling. Strategic planning. Strategic planning process. Formulating a strategic plan. Implementation of the strategic plan. Market conditions and opportunities for the combined supply of gambling in spa and wellness tourism services in Bulgaria. Professional suitability of staff serving customers in gambling industry. Quality and economic efficiency. Quality and competitiveness. Innovation in the gaming industry. Types of markets. Select target markets in the gaming industry. Approach and strategies of market segmentation. Marketing and sales potential of the company. Development of sales forecasts. Forecasting methods. Marketing Mix. Factors acting on the market and influencing the choice of the marketing mix. Ethics and social responsibility in decision making.

Teaching and assesment:

The training includes lectures and seminars, during which students build up basic knowledge. The required amount of knowledge is acquired by compulsory attendance through independent work by the student on specific topics. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

SECURITY MANAGEMENT IN THE ENTERTAINMENT INDUSTRY

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course includes systematic knowledge about: the specifics of the corporate security, management of resources for security, infrastructure, information and intellectual property system of national security and others. During the course students acquire competences on the application of modern methods and approaches for risk assessment, for communications and coordination related to the establishing and maintaining of relations with international partners on issues of tourists' security. For specialists in tourism it is extremely important to be able to explore and examine intercultural specifics, concepts and strategies for security, and to know established and existing protection plans.

Content:

Research of terminology, related to risk, security and crisis management in business in general and tourism in particular. Analysis of competitive qualitative aspects of security in tourist enterprises. Analysis and understanding of the general principles of risk management in the field of tourism. Strategies for risk management used by key sectors of the tourism industry. Key determinants of strategies to reduce the impact of crises. Understanding the patterns of risk and crisis management. Analysis of components of business sustainability in tourism. Effective risk management, crisis and recovery from them. Plans protection programs in crisis. Communication strategies in situations of loss of security.

Teaching and assessment:

The training includes lectures and seminars, during which students build up basic knowledge. The required amount of knowledge is acquired by compulsory attendance through independent work by the student on specific topics. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

Course hours per week: 31 + 1s

Exam type: written