



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department: Economics

ECTS Information Package

Major: International Business

Education and qualification degree: Master

AIM OF THE TRAINING

The master program on the major "International Business" aims to prepare qualified cadres for execution of foreign economic and foreign trade operations on different levels of the economic and the administrative system of the Republic of Bulgaria, for the sections of the banking system and the non-banking financial institutions, the Central bank and the structures of the EU, international organizations and the subdivisions of the Ministry of the Foreign Affairs, stock and fund and stock exchanges and exchange of currency offices.

The graduates from the educational and qualification degree of "master" on "International Business" shall be able to take the following positions:

Finance manager, international investments specialist, specialist on foreign trade and currency operations, international credits expert, broker or dealer, customs inspector, etc.

Requirements to the training of the Masters on the IB:

The future masters on "International Business" shall be able to take management decisions in a quickly changing international midst, to form up conceptions and strategies for the development of the currency and the foreign trade branch.

The Master of the IB applies in integrated way the obtained common theoretical and specialized economic knowledge in the field of:

- Foreign economic and foreign trade activity;
- International banking management and marketing, management of international finance risk;
- financing of a foreign-country enterprising activity;
- Policy of the functions of the international finance institutions;
- Specifics of the international currency and stock exchanges operations;
- International public finances, the actual programs and policies in the frames of the united European space.

The qualification characteristics of the major "International Business" for EDUCATION AND QUALIFICATION DEGREE "MASTER" with professional qualification "MASTER on IB" is an official document, which defines the working out of the curriculum and the syllabuses. It has been in conformity with The Law of the High Education, with the ordinance of the State requirements for obtaining of the following degrees: "Master", "Bachelor", "Specialist" and the regulations of the "N. Rilski" SWU.

STRUCTURE OF CURRICULUM
FIELD OF HIGHER EDUCATION: SOCIAL, ECONOMIC AND LAW SCIENCES
PROFESSIONAL DIRECTION: 3.8. ECONOMICS
MAJOR: INTERNATIONAL BUSINESS
EDUCATION AND QUALIFICATION DEGREE: MASTER
PROFESSIONAL QUALIFICATION: MASTER ON INTERNATIONAL BUSINESS
FORM OF EDUCATION: FULL-TIME and PART-TIME

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. International marketing 2. International currency and monetary relations 3. Currency and tax control 4. Electronic trade 5. Elective course I group 6. Elective course II group	5.0 5.0 5.0 5.0 5.0 5.0	1. International advertisement 2. Geoeconomy and regional development 3. Conuncture of the international markets 4. International finance markets 5. Elective course III group	6.0 6.0 6.0 6.0 6.0
Elective courses (students choose one course from each group)		Elective courses (students choose one course from each group)	
Elective courses I group 1. International trade with services and intellectual property 2. International banking 3. Organizational behavior	5.0 5.0 5.0	Elective courses III group 1. Financial control in EU 2. Corporative insurance 3. Foreign economic relations of the Republic of Bulgaria	6.0 6.0 6.0
Elective courses II group 1. Transnational corporations 2. International Investment projects 3. International trade institutions	5.0 5.0 5.0		
	Total 30		Total 30
Second year			
First semester	ECTS credits	Second semester	ECTS credits
1. Global economy 2. European economy 3. Duties and customs policy in the EU 4. Tax policy in the EU 5. Elective course IV group 6. Elective course V group	6.0 5.0 6.0 5.0 4.0 4.0	1. Innovations and innovation policy 2. International competitive power 3. International projects management 4. Elective course VI group 5. Elective course VII group State exam or Defense of a Master Thesis	3.0 3.0 3.0 3.0 3.0 15.0
Elective courses (students choose course from each group)		Elective courses (students choose one course from each group)	
Elective course IV group 1. Regional cooperation and integration 2. EU funds 3. International cultural cooperation	4.0 4.0 4.0	Elective course VI group 1. International division of labor 2. Sustainable development	3.0 3.0
Elective course V group 1. International business etiquette 2. European banking system	4.0 4.0	Elective course VII group 1. International capital markets 2. International Logistics	3.0 3.0
	Total 30		Total 30

TOTAL FOR 2 ACADEMIC YEARS: 120 CREDITS

DESCRIPTION OF ACADEMIC COURSES

Major: International Business

Education and qualification degree: Master

INTERNATIONAL MARKETING

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The internationalization of the economy becomes international marketing in one of the most - important tools for successful business development in modern conditions. The course aims to familiarize students with the complex and dynamic international marketing environment, the management of international marketing and problems of coordination of international marketing of goods and services. Problems and situations are to be examined, faced by both large and small companies in the international market. Students are introduced to the methodology of identifying and specifying the target international markets and the development of appropriate marketing mix to meet customer needs. The importance of linking international marketing with the overall corporate strategy is being followed. The sources of the differences between marketing in international and national environment are not in themselves the functions and parameters of performance of these functions. Therefore, students should be able to identify relevant parameters and understand how they affect the marketing program.

Contents of the course:

International marketing conception. International environment. International marketing strategy. Marketing researches and international marketing information. Segmentation of the international market. International product policy. International distribution. International communications. Pricing in the international marketing. International marketing of the services. Information technologies, internet and international marketing. The future of the international marketing. Global clients for global markets. Changes in the global competitiveness. Advantages of the global markets. Tendencies in the international consumers` markets, /ecological products, aging of poulation, the role of the woman etc.

Teaching and assessment:

Teaching is in the form of lectures and seminars. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the out-going control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

INTERNATIONAL CURRENCY MONETARY RELATIONS

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course structurally covers both basic common issues of currency and financial markets and specific problems of the movement of world money, the new international financial instruments koolektivnite reserve currency units and changes in the global monetary system. The aim of the course "International currency and financial relations" is to provide students in-depth knowledge about the essential characteristics of national and international monetary systems, the basic principles of functioning of the foreign financial markets, the development of the European monetary system. The focus is on the current state and development trends of the global currency and financial system, international financial centers, the formation of optimum currency areas, European markets debt capital.

Course content:

Origin and definition of international finance. National and international monetary system. Currency and exchange rate. Types of quotations exchange rates. Key features of the international monetary system and the stages of its development. The system of the gold standard, the Bretton Woods system 1945-1971 and the modern system of floating exchange rates. Comparative characteristics. International monetary-financial centers.

Hours per week: 21 +1s

Type of exam: written

Hours per week: 31 +0s

Type of exam: written

International Monetary Fund (IMF). World Bank. Bank for International Settlements. Collective international reserve currency units. Establishment of European Monetary System (EMS). Theory of optimum currency areas. Advantages of using the single currency. Opportunities and prospects for introduction of the euro in Bulgaria. The global financial crisis and the turmoil in the currency markets. The new international financial instruments. Trade in currency derivatives. Efficiency of the foreign exchange market. International banking services. Types of international banks. International market stocks and bonds. Euro currency and market. Emerging system of international currency and financial relations.

Teaching and assessment:

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

CURRENCY AND CUSTOMS CONTROL

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course "Currency and customs control" introduces students to the basic forms and methods of control applied in customs and exchange controls, as well as their institutional and legal basis. The course is divided in two parts. In the first part, are taught basic categories, concepts, forms and methods of customs control, as well as the specifics of the procedures and actions of customs control bodies in different customs regimes. It gives a range of minimum knowledge about our future participation in the EU customs union. The second part of the course introduces students to the organization and forms of exchange controls and currency regime. Accordingly, students are acquainted with the regulations and sanctions applying the relevant controls.

Course content:

Nature and content of the customs control. Types and forms of customs control. Rights and obligations of the parties in the control relationship. Entry summary declaration. Customs Control in connection with the submission of an entry summary declaration. Customs controls on goods entered to obtain customs. Common customs tariff and tariff classification. Declaring goods and giving arrangements. Controls customs procedures import, export, transit. Customs controls at customs processing under customs control and customs warehousing. Customs control at temporary importation procedure. Customs controls in the application of inward processing and outward processing. Customs control operations under cover of TIR Carnet and ATA. Customs controls at the borders of free zones and free warehouses. Exchange rate regime and exchange controls. Filling in currency customs declaration. Breaches of customs legislation. Proceedings of administrative violations and impose administrative penalties.

Technology training and assessment:

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

ELECTRONIC COMMERCE

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course "E-commerce" is intended to give basic practical knowledge of the principles of operation, methods of construction, management and protection of electronic trading systems. Issues relating to technical construction, operation and strategies for e-business are set up. Attention is paid to both the specific marketing aspects of the problem and the legal regulation and maintenance of the systems - incl. the "electronic shops". A number of economic and technical issues are discussed, related to the methodology for the organization of

Hours per week: 21 +1s

Type of exam: written

Hours per week: 31 +0s

Type of exam: written

electronic retail outlets, organization and technology of Internet Payment (Easy Ray, Pay Pal, national system of electronic payments in Bulgaria epay.bg etc.). The course aims to provide students with basic knowledge in the field of e-commerce in both aspects of its local application and in terms of ever-growing its e-commerce transactions as part of international economic relations in their general theoretical, methodological and practical aspects .

Course content:

Generation and dissemination of trade on the Internet - nature and characteristics. Legal aspects of electronic commerce in the country. General Regulations of trade on the Internet - a worldwide practice. Nature and architecture of modern e-commerce - "business to business", "business end user," "addressed electronic stores", "canvassing e-commerce," e-commerce platforms such as E-Bay or OLH and others. Internet- stores - structure, operation, maintenance. General terms and specifics. Planning and development of online business. Indicators for evaluation of e-based retail outlets. Technical support of eCommerce - servers, communication networks. Construction, operation and maintenance. Software for e-commerce - WEB- technologies. Applied platforms. National and international payment systems for e-commerce. Specifics of payments on the Internet. Problem risk and responsibilities. Electronic marketing. The role of social networks as a channel for marketing messages and their place in electronic commerce. Blogs, email marketing. Systems electronic reservations in tourism in the field of transport services, "one-stop shop", "e-government". Personal data and e-commerce.

Teaching and Assessment

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

INTERNATIONAL TRADE WITH SERVICES AND INTELECTUAL PROPERTY

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation: The lectures in the course "International trade in services and intellectual property" was developed in accordance with the overall objectives of the Bachelor's program in "International Business". Structurally it covers both basic common problems and peculiarities of international trade in services and intellectual property, and trends in intellectual products and their place in the international market. The material is selected in accordance with the prescribed workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. Developed rich text material, case studies and practical exercises aim to strengthen received as part of the course knowledge to develop and seek their actual application in practice.

Course content:

Nature and definition of international trade in services. Backgrounder on international trade in services. Classification of services subject to international trade. Specific features of the services subject to international tagoviya. Pricing in international trade in services. Export production base of services - nature and essential components. Factors international services markets. Contractors of international services markets. International trade in a transport services. Nature and genesis of intellectual products. Classification of intellectual products in international trade. Organizational forms of production of intellectual products internationally. International trade in intellectual products. Methodological issues of international price formation of intellectual products. Terms of the deal with intellectual products. Trends in intellectual products and their place in international business.

Technology training and assessment:

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

INTERNATIONAL BANKING

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Hours per week: 41 +0s

Type of exam: written

Hours per week: 41 +0s

Type of exam: written

Department of Economics
Faculty of Economics

Annotation:

The course in International Banking has been developed in line with the Bachelor training in International Economic Relations. In structural terms, it covers both international banking with a view "from the inside" and "from outside", i.e. with emphasis on the services rendered to the Bank's clients involved in international economic relations. The course material is consistent with the current workload and specifics of an equivalent degree with an overlap of both theoretical to the practical issues. The aim of the course "International Banking" is to provide students with the necessary knowledge for successful relationships with banks in servicing foreign trade transactions and relationships.

Teaching and assessment:

Concept and history of international banking . Origin and development of banks - from moneychanger table to electronic banking . Types of banks: the separation of emission function, central and commercial banks. Types of banking transactions. Major trends in international banking. International banking operations. Bank payments. Deposit and loan operations. Other operations. Infrastructure of international banking operations. Correspondent banking relationships. Nature and organization. Establishing correspondent banking relationships. Products and services to correspondent banking relationships. Organization of international payments. Means of payment. Promissory note . Bill of exchange. Cheque . Translation. Payment in securities. Payment of bills. Documentary standards in foreign trade transactions. Requirements for documents in foreign trade transaction. Transport documents. Invoices. Insurance documents. Other stock documents. Forms of international payments - documentary credit . Nature of the letter of credit as a form of payment. Teaching credential payment. Types of letters of credit. Forms of international payments - Documentary collections. Technology and forms of documentary collections. Risks and techniques to mitigate them. Payment into an account opened by an international transfer. Bank guarantees in foreign trade transactions. General characteristics of the bank guarantees. Details. Types of bank guarantees. Lending to foreign trade. General characteristics. Types of loans. Company credit on imports and exports. Cost of credit. Foreign currency transactions in the international banking. Quote arbitration dealer apparatus currency positions. Exchange market - structure and instruments. Forward and Futures market. Predicting currency market. Options and swaps. General characteristics of the option and swap transactions - types. Equipment and usage of the option and swap transactions. Risks in international banking. International banks.

Teaching and assessment:

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

ORGANIZATIONAL BEHAVIOR

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

Organizational behavior studies the persistent features of human behavior and human communities in terms of organized labor and management. It is an interdisciplinary field that is dedicated to both the learning and understanding of the causes, structure and dynamics of individual and collective labor behavior and practice of the impact on him, his real practical control. Organizations are social systems, combining human and material resources. The behavior of individuals and groups of people who run organizations or work for them is largely unpredictable as far as its basic complex and interacting reasons: individual characteristics, needs and interests, values, motivations, attitudes and etc .. at the same time, this behavior should be studied, understood and managed, because work occupies the most important place in the life of every person, because there is a more important factor in the success of an organization by its people, and because of the effective Fung cussed the organization depends on the prosperity of any society. Organizational behavior is sought after and popular subjects for students and graduate students in the field of general management, business administration and human resources management in all known global tsentrave training in this area.

Course content:

Organizational behavior as a scientific field and academic discipline - subject, goals, levels of analysis approaches. Concepts underlying organizational behavior - in human nature, the nature of the organization.

Hours per week: 4l +0s

Type of exam: written

Individual behavior - individual differences. Dynamics of individual differences. Motivation. Attitude. Commitment. Motives and motivation in the field of organizational behavior. Motivational models. Types of motivation to work - attitude, commitment, empathy. Organizational theories. The groups in the organization. Essence. Organizational roles. Status and socializing. Formal groups and structures. Informal groups and structures. Informal organization. Image of the organization. Organizational culture. Forms. Functions of organizational culture. Interpersonal behavior in the group. Essence. Kinds. Problems. Interpersonal dynamics within the group. Power. Organizational policy. Conflicts. Types of conflict. Conflict situation. Strategies for conflict management. Quality of working life. Stress and its management. Counseling. Management and leadership. Nature and distinctions. Concepts of management and leadership. Types of communication and communication problems. Origin and development of organizational culture. Management training.

Teaching and Assessment

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

TRANSNATIONAL CORPORATIONS

ECTS credits: 5

Hours per week: 41 + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course in Transnational corporations in structural terms covers both basic common problems of the content and objectives of the transnational corporations and the specific problems of their role in international economic relations, their interaction with developing countries and global capital turnover. The material is selected in accordance with the current workload and the specificities of the course and within a reasonable compromise between the theoretical and applied material, priority is given to the practical aspect of this topic. The rich text material, case studies and practical tasks aim to strengthen the expertise received within lectures, to develop and seek their actual use in practice. The aim of the course is to provide students with detailed knowledge of the peculiarities of transnational corporations, the causes and characteristics of their activity, new aspects of their development and the impact on the international division of labor. Emphasis on financial and monetary and credit aspects of the functioning of transnational corporations (TNCs), the legal regulation of their activities, their industrial structure and characteristics of the financing.

Course content:

Theoretical aspects of transnational corporations. Nature and characteristics. TNCs as a driver of transnational nature. Role and mechanism of functioning of TNCs in the conditions of globalization. The formation of a transnational economy. Types and structure of TNCs. Role in international business. Strategic planning in transnational corporations. Sectoral analysis of the largest corporations in the world. TNCs in the financial and insurance sector. Interaction of TNCs with the nation state. National specificities of TNCs. Features of TNCs in the EU. Interaction of TNCs with developing countries. Influence the activities of TNCs on the capital market in Southeast Europe. The crisis of corporate management in the early twenty-first century. TNCs and global energy security.

Teaching and assessment:

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

INTERNATIONAL INVESTMENT PROJECTS

ECTS credits: 5

Hours per week: 41 +0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department: Economics

Faculty of Economics

Annotation:

The lectures on the subject "International Investment Projects" are developed in accordance with the general objectives of the specialty "International Business". Structurally it covers both basic general topics in project management and specific problems of investment design. The course is aimed at acquiring knowledge and skills for investment projects, based on students' knowledge acquired from their training in other disciplines. Methods for the management of investment projects associated both with specific development projects as well as case studies. The aim of the course "International investment projects" is to provide students in-depth knowledge of investment projects, learn about basic tools, methods and techniques for project management of investment activity through investment projects and opportunities for their application in modern conditions.

Course content:

Investments - nature and types. An investment environment – factors, aspects and opportunities to attract and encourage international investment in Bulgaria. Market analysis, forecasts and business plan prior to the investment process (macro and micro-location, borders, search, SWOT-analysis ...). The investment process - nature, structure and content. The investment climate in Bulgaria. Legal requirements accompanying the investment process. Public-private partnerships - nature, characteristic forms. Funding sources. Investment funds - nature and types. Forms of legal, organizational structuring of investment funds in Bulgaria. Relations between the participants in the investment process - investors, experts, creditor banks, real estate market and others. Investment design - types of projects and requirements. Classifications. Application form. Scope of investment projects and types depending on the purpose, size and location of objects designed and requirements to design solutions. Stages in the investment design. Organization design and implementation of investment project. Selecting the team. Determining baseline characteristics of the investment project - choice of technology, production capacity, production program, options and more. Investors - nature and types. Structuring phases and time course of the investment project. Technical project. Feasibility study and analysis capabilities. Detailed design - scope and content of the individual parts. Permits, contracts, licenses, insurance. Coordination and approval of the investment project (assessment of compliance of EI opinions, water, fire, etc.). Permits for use - built drawings, acceptance and commissioning. Investment in infrastructure projects - megaprojects. Evaluation of projects of environmental, strategic and social terms. Management and control of the investment process. Improving the investment design - recommendations.

Teaching and assessment:

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

INTERNATIONAL TRADE INSTITUTIONS

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Economics

Faculty of Economics

Annotation:

Lectures on the subject "International trade institutions" was developed in accordance with the overall objectives of the Bachelor's program in "International Business". Structurally covers both basic common problems of the content and purpose of international trade institutions and specific problems of their role in international economic relations, their interaction with developing countries and the global capital turnover. The material is selected in accordance with the prescribed workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. Developed rich text material, case studies and practical exercises aim to strengthen received as part of the course knowledge to develop and seek their actual application in practice.

Course content:

Theories of international trade. Efficiency and role of foreign trade. Regulation and regulation of foreign economic activity. Bodies and institutions of world (global) level. UNCTAD. GATT. Bodies and institutions of world (global) level IMF. IBRD. Authorities and institutions at regional (European) level. BSEC. OECD. Authorities and regional (European) level ECE EFTA. World Trade Organization. Bodies and institutions of regulation and the regulation of foreign economic activity at the national level. Foreign trade in Bulgaria - trends and issues. European Union (EU) as a world economic power. Common policies. Structure of EU trade. Single internal market. Organizations and companies engaged in foreign trade and international business. Regulation of foreign investment. Free economic zones. Participation and role in world commodity exchanges in international trade.

Hours per week: 41 +0s

Type of exam: written

Teaching and assessment:

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

INTERNATIONAL ADVERTISEMENT

ECTS credits: 6**Form of assessment:** continuous control and exam**Semester: 2****Methodological guidance:**

Department of Economics

Faculty of Economics

Annotation:

The discipline “International advertisement” aims to represent the students basic knowledge in the fields of the management of the marketing communications of the present-day firm, focusing on the advertisement in an international midst. The lecture course logically represents to the students the features of the advertisement as an element of the communication marketing mix and its` role for the success of the export oriented firms, the types of advertisement, the process of working out an advertisement plan, the process of creating an advertisement message, the features of the media planning, working out of an advertisement project.

Contents of the course:

The advertisement as an element of the marketing communications. Sense and features of the advertisement. Advertisement institutions. Working out an advertisement plan. Advertisement channels, bearers and means – comparative analyses and evaluation. Process of creating an advertisement message. Media planning. Working out of an advertisement project.

Teaching and assessment:

Training is in the form of lectures and seminars. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the out-going control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

GEOECONOMY AND REGIONAL DEVELOPMENT

ECTS credits: 6**Form of assessment:** on-going control and exam**Semester: 2****Methodological guidance:**

Department of Economics

Faculty of Economics

Annotation:

The discipline “International advertisement” aims to represent the students basic knowledge in the fields of the economic geography and its present-day situation and tendencies. The material is orientated to the aim in the frames of the workload the general theoretical opinions for the territorial development of the productive powers to be represented. The discipline is orientated to the education of specialists of higher education, specializing in the fields of the international economic relations as well as in the international trade activity of firms and organizations. It is based on the knowledge obtained from some fundamental disciplines in the curriculum such as “Microeconomics” and “Macroeconomics”.

Contents of the course:

Development of the studies for the territorial developments of the productive powers. Factors influencing the territorial developments of the productive powers. The human resources in the world. Natural resources in the world. Development, branch and territorial structure of industry. Development, branch and territorial structure of the transport and communications. Development, branch and territorial structure of the agriculture. Development and territorial structure of the international tourism. Development and territorial structure of the service activities. Foreign economic relations. The integration processes as a factor for changing the structure and the territorial situation of the productive powers in the world. Perspectives for developments of a “Common European home” and the European economic space in the 21ST century. ASPECTS, challenges and perspectives of globalization in front of the world separation of the economic resources in 20TH century. Perspectives and challenges of the territorial developments of the productive powers in 21ST century.

Teaching and assessment:**Hours per week: 21 +2s****Type of exam: written****Hours per week: 31 +1s****Type of exam: written**

Training is in the form of lectures and seminars. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

CONDUCTURE OF THE INTERNATIONAL MARKETS

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The subject "Conducture of the international markets" aims to represent the students general knowledge in the fields of: i) the sense and the peculiarities of the conducture as a reflection of the development of the international markets of goods and services, considered as economic systems and mainly of the changes in them as a result of the activity of some political, economical and nature factors; ii) the specifics of the planning, organization, the conducting of conducture researches and iii) preparation of forecasting for the development of the conducture of the international markets according to the respective conducture factors.

Contents of the course:

Features and factors, influencing the conducture of the international markets. Place and role of the conducture researches in the IER. Functions of the conducture researches in the IER. The conducture forecast as an instrument for managing of the production in the IER. World and regional stocks. Indexes characterizing the conducture. Requirements to the methodology for realizing the conducture analyses and prognoses. Long-term, short-term and operative market – price research. Methods of analyzing and forecasting. Expert methods. System of information in the conducture researches. Primary and secondary sources of information about the conducture situation of the international markets. Planning and organization of the work in realizing conducture researches. Leading international organizations, realizing conducture researches WTO, UNCTAD, UNWTO etc. Leading international private firms and non-economic organizations specialized in the conducture researches.

Teaching and assessment:

Teaching is in the form of lectures and seminars. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the out-going control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

INTERNATIONAL FINANCE MARKETS

ECTS credits: 6

Form of assessment: continuous control and exam

Semester: 2

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course "International Finance Markets" aims to get the students acquainted to the basis of the capital markets theory, as well as to the most important institutional basis of the exchange trade and the other finance operations. The material is selected in accordance with the prescribed workload and specifics of the program as within a reasonable compromise between the theoretical and empirical material a priority is given to the relation between the economic theory and the real market behavior of the investors, emittents and the rest market agents. With that aim several topics are looked out, which are not included in the curriculums on exchanges and financial markets for the other economic majors. Discipline specifies a number of theoretical issues related to micro and macroeconomics, while giving practical knowledge necessary for success in a competitive market environment.

Contents of the course:

Financial system, Financial markets and financial mediators. Financial markets theory. Financial markets theory – Arbitrage theory. Financial markets theory. Theory of the full markets. Financial markets theory – derivative markets. Financial markets theory – informational effectiveness. Financial markets theory – empiric aspects. Monetary and exchange markets – reflection on the macroeconomic policy. Theoretical approaches to monetary - credit and fiscal policies and their impact on financial markets. Currency markets and capital movements. Theory of optimum currency areas, a single EU financial market, the euro area. Financial oversight and self-

Hours per week: 21 +2s

Type of exam: written

Hours per week: 31 +1s

Type of exam: written

regulation. Bulgarian financial market and Bulgarian Stock Exchange. Application of theories related to the capital markets to Bulgarian financial market.

Teaching and assessment:

Training is in the form of lectures and seminars. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the out-going control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

FINANCIAL CONTROL IN THE EU

ECTS credits: 6

Hours per week: 31 +1s

Form of assessment: continuous control and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course aims to provide the students with basic knowledge of financial controls applied by EU law to control on the European public finances and protect the financial interests of the the EU. The material is aimed at this within the number of hours to present the main forms and bodies of financial control and overall financial control system applied in the European Union. The discipline is essential in the training of specialists with higher economic education, directed to specialization in the field of the public and corporate finance and corporate financial management, the public administration and the international economic relations.

Contents of the course:

European public finances. EU budget - revenue. EU budget - expenditure. European funds and programs. System and functions of the financial control in the EU. Bodies of Financial Control in the EU. European Court of Auditors. Office OLAF. Other financial supervisory bodies in the EU. Financial control over EU revenue. Financial control over EU spending work. Financial control by the EU Structural Funds. Financial control Agricultural Guidance and Guarantee agriculture. Financial control projects funds and programs. Interaction and coordination between the European and the national authorities on financial control.

Teaching and assessment

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the out-going control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

CORPORATIVE INSURANCE

ECTS credits: 6

Hours per week: 31 +1s

Form of assessment: continuous control and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The curriculum "corporate security" is designed for students majoring in International Business. It has the task to give basic knowledge in the field of corporate security, which will enable them to apply the most effective methods, forms and tools for creating, developing and strengthening business security company. Before the course the task set is to reveal the evolution of the risks and dangers and naturally to go towards creating an active integrated corporate security business. This is a fundamentally new system of corporate security that will not only protect, defend, serve and provide security organization through specialized units and will directly participate in the court of the value and competitiveness of the product, mainly through analysis and synthesis of information by forecasting and direct participation in management decisions. Reveal also sources of threats that are identified in the environment and feasibility as a certain risk. The process of obtaining information about sources of threat creates the preconditions to reveal and methodology, methods and approaches for obtaining advance information about corporate security. The aim of the course is to understand the importance of corporate security.

Course content:

Introduction to the subject "Security" - nature and importance. Types of security. Regional, national, continental, global, corporate, personal, etc. Objects and subjects of security. Qualitative state of functional information systems in private, municipal and state companies. Regional security and combating disasters, accidents and catastrophes. Role and importance of the police to ensure territorial security sigurnost.Kibernetichna - nature and

importance for the company. Protection of communications. Problems, approaches, concepts of corporate security. The company as a complex set of individuals. Degrees of loyalty of individual members in the company. Security systems in firmata- general characteristics. System components for enterprise security. Means to implement corporate security firm sigurnost.Vidove an exterior, interior. Development of an integrated database for proactive enterprise security. Creating a basic model system for active corporate security. Information system for active corporate security. Types of threats to the activities and business of the company. System for documenting relationships between the company and its employees. Man weakest link in the security company's theory and practice of developed economies in the country. The role of personality in the protection of corporate security. Studies and assays. Evaluation of the security system.

Teaching and Assessment:

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

FOREIGN ECONOMIC RELATIONS OF THE REPUBLIC OF BULGARIA

ECTS credits: 6

Hours per week: 31 +1s

Form of assessment: continuous control and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course aims to introduce students to the concept of foreign trade. To reveal traditional trading partners in foreign trade over the years. To show the positioning of the Republic of Bulgaria in the contemporary world trade and legal framework within which it is positioned. The expected results of the course are students to be able to orient the development of foreign trade relations of Bulgaria. be able to position the place of Bulgaria in modern global trade. Be familiar with national and international regulations governing the country in its external relations. Be able to do analyzes for the possible future direction of vanshtnotargovskite relations of the Republic of Bulgaria.

Course content:

Theory of foreign trade. Historical Development of the Bulgarian foreign trade. Bulgarian Trade during Ottoman rule. Bulgarian trade to the liberation wars for national unification. The Bulgarian foreign trade between the two world wars. Structure of foreign trade relations in the bipolar world. Bulgarian Foreign Trade under socialism. Bulgarian Foreign Trade after the democratic changes to the country's accession to the European Union. Legal regulation of the Bulgarian foreign trade in the late twentieth and the beginning of the XXI century. World Trade Organization. Trade of the Republic of Bulgaria as part of the European Union.

Teaching and Assessment:

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

GLOBAL ECONOMY

ECTS credits: 6

Hours per week: 31 +1s

Form of assessment: continuous control and exam

Type of exam: written

Semester: 3

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course is aimed to transmit to the students the basic knowledge about the contemporary world global economy. The material is selected in accordance with the current workload and specifics of the course, it is presented within a reasonable compromise between the theoretical and practical application information. Educational content covers interstate comparative, international and institutional features of the global economy and international relations speedier and common view among basic scientific concepts for their future. The developed rich text material, case studies and questions aim at strengthening received as part of the course knowledge, their further development and real application in practice.

Contents of the course:

The process of globalization. Globalization, geopolitics and geoeconomy. The National Economies in the world economy. The Global Economic Cycles. International trade. Comparative price levels. Fiscal models. Bretton-Woods system and its evolution. The World Institution in the finance and economic sphere. The Exchange rates and the International gold and currency reserves. Balance of payments and external debt. Globalization and regionalization. Regionalization in the World Economy. Globalization, Management and the Process of Innovation.

Teaching and assessment:

The training is in the form of lectures and seminar exercises. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

EUROPEAN ECONOMY

ECTS credits: 5

Form of assessment: continuous control and exam

Semester: 3

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course aims to introduce students to the basic problems of European economic integration and the formation of a single European economy. Emphasis is placed on the stages of European economic integration, on the advantages and problems in the formation and strengthening of the single European Economic Area; the formation and powers of the main European institutions; the formation and development of the Single Market of the European Community; the formation and role of the Unified Economic and Monetary Union; on common EU policies. Discussed are also the international economic and trade relations of the EU, its role as a major factor in the world economy. There are discussed issues related to EU enlargement and the difficulties of the new countries in their adaptation to the requirements and standards of the Single European Economic Community.

Contents of the course:

Assumptions, conditions and development of European economic integration in the second half of the twentieth century. Structure and main EU institutions. European world in its historical development - a world of pluralism and competition. Ideas and opinions about European integration over the centuries. Prerequisites and conditions for European economic integration after World War II. The main stages of European economic integration. Structure and main EU institutions. General economic policy. The common commercial policy. Total monetary and financial policies of the EEC and the EU. Structural policies. Common policies in the fields of energy, industry and transport. Overall environmental policy. General educational policy. The three pillars of EU - internal unity and place the union in world politics. The three pillars of the European Community - nature and structure. EU - a major factor in international relations.

Teaching and assessment:

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

DUTIES AND CUSTOMS POLICY OF THE EUROPEAN UNION

ECTS credits: 6

Form of assessment: continuous control and exam

Semester: 3

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course aims to provide the basic knowledge in the field of customs policy in support of the policy of the foreign trade union, also to protect the safety and health of EU citizens. The material is aimed at this within the number of hours to present the main forms of customs policy pursued by tariffs and customs controls applied in the European customs union.

Contents of the course:

Hours per week: 31 +0s

Type of exam: written

Hours per week: 31 +1s

Type of exam: written

Essence of tariffs as an instrument of customs policy. Nature and objectives of the European customs politikai as part of European foreign policy. European Customs Union. Common customs policy. Customs policy in foreign trade of the EU in industrial goods. Customs policy in foreign trade of EU agricultural products goods. Customs policy in foreign trade of EU goods intellectual property. Customs policy in foreign trade of the EU to protect the safety and health of EU citizens. The principle of freedom of trade and modern customs policy. European Customs Tariff "Tariq" and shared information system "Intrastat". International customs agreements and participation of the EU in them. Tariff preferences granted by the EU to individual countries, groups of countries and region. Customs policy to protect the economic interests of the EU. System and organization of customs controls in the EU. Customs laws and customs requirements and procedures relating to its compliance and enforcement of effective customs control.

Teaching and assessment

Training is in the form of lectures and seminar exercises. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

TAX POLICY IN THE EU

ECTS credits: 5

Form of assessment: continuous control and exam

Semester: 3

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

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

Contents of the course:

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

Teaching and assessment:

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

REGIONAL COOPERATION AND INTEGRATION

ECTS credits: 4

Form of assessment: continuous control and exam

Semester: 3

Methodological guidance:

Department: Economics

Faculty of Economics

Annotation:

The goal of this course of study is to introduce the students to the main issues of Regional economic cooperation and integration and the establishment of common policy for economic development in particular region. We put the stress on the necessity of stronger regional economic co-operation and opportunities for regional economic integration, on the advantages and disadvantages when forming a common economic conception for the region and an eventual common economic space; also on forming and competencies of eventual common economic institutions; on forming and development of Common Market in the region; on forming united structure; on the common economic policies in the region. The possibilities for common decisions and international economic and trade connections are also discussed. As well as the problems and difficulties of one common economic policy in the region, related to traditional differences and conflicts of the countries, situated in the region.

Contents of the course:

Ideas and examples of Regional Economic Integration in the past. Economic and Trade co-operation in the Antiquity and the Middle Ages. Economic co-operation in the Age of General Transformation. The attempts for

Hours per week: 31 +0s

Type of exam: written

Hours per week: 31 +0s

Type of exam: written

forceful integration of Europe in Modern and Contemporary history. Ideas and conceptions for European integration. The regional policy of EEC and EU- Committee of the Regions, European Regional Fund. Main regions of economic co-operation of EEC. Regions, Regional Co-operation and Economic Integration in the contemporary global world economy. The Example of EEC and the Establishment of the first regional economic communities in the rest of the world. Organizations for Economic Co-operation and Integration in the second part of the XX-th cent. and the beginning of the XXI-st century. Regional Economic Unions in the world from the end of the XX-th cent. and the beginning of the XXI-st century. EEC and EU and some other economic unions in the world – opportunities for expanding the co-operation. Opportunities for Regional Economic Co-operation and Integration in the Balkans region, the regions of the Black sea and Eastern Mediterranean. Opportunities and Initiatives for Regional Economic Co-operation and Integration in the region of South- Eastern Europe. Bulgaria and Balkans Region- the opportunities for co-operation and integration.

Teaching and assessment

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

FUNDS OF EUROPEAN UNION

ECTS credits: 4

Form of assessment: continuous control and exam

Semester: 3

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

Course "EU Funds" aims to provide the students with basic knowledge on financial policies supporting the development of EU integration and cohesion within the Union and achievement of its goals. As well to introduce the students to the distribution objectives and policies implemented through European funds from their volume in planning periods. The material is aimed at within workload to provide the basic mechanisms and the spread of the European public finances separated in funds and programs and the utilization of these funds through projects and on a national level.

Contents of the course:

History of European funds. European integration: European policies and their financial instruments. Legal and institutional framework of EU funds. European budget and its structure. Distribution of European budget policies, funds and programs. Allocation of budget European countries. Planning periods for realization of objectives Funds and Programs. Social Fund. Regional Fund. Cohesion Fund. Fond Guidance and Guarantee Agricultural. Other Funds. Mechanism of release and absorption of EU funds for individual countries. Proseduri validation and implementation of projects with resources from EU funds. Financial control of financial resources from the EU funds.

Teaching and assessment

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

INTERNATIONAL CULTURAL COOPERATION

ECTS credits: 4

Form of assessment: continuous control and exam

Semester: 3

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The discipline "International cultural cooperation" has the objective to introduce basic knowledge in the field of international cultural cooperation to the students as a part of the state policy in the field of international relations. The teaching material is according to the envisaged teaching hours and the characteristics of the discipline. Materials, cases and practical tasks are developed to confirm the knowledge acquired from the lecture courses, elaborate on it and seek a way to establish it in practice.

Contents of the course:

Hours per week: 31 +0s

Type of exam: written

Hours per week: 31+ 0s

Type of exam: written

Culture and Economic Theory. Culture as Social System. Culture as Economic System. Culture and its characteristics – key components of the process of European integration, based on common values and heritage. Culture – the vital component of international relations. International cultural cooperation and its role for the EU foreign relations as a means to strengthen international cooperation. European Cultural Programme. Cultural diversity and international dialogue. Methods for cooperation in the field of culture. Strategic dilemmas of cultural policy and international cultural cooperation. Culture – part of the main programmes and tools for international cooperation. Character and development of cultural industries and their place in the international cultural cooperation. European programme of culture in the globalizing world. International cultural regulations.

Teaching and assessment

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

INTERNATIONAL BUSINESS ETIQUETTE

ECTS credits: 4

Form of assessment: continuous control and exam

Semester: 3

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The lecture course systematically presents the knowledge on international business etiquette. This discipline has the purpose to providing systematic knowledge on the main issues of modern stage business communication and business etiquette. The materials were selected to comply with the envisaged number of teaching hours and the specifics of the discipline. The objective is to clarify the main issues related to the character of interpersonal relationships and the skill to effectively communicate, verbal and non-verbal communication, the skill of negotiating, business ethics, approaches and methods for their implementation and the theoretical discussions, related to that. The requirements of national and international standards are considered in the interpretation of these issues. This course is thematically connected with the following disciplines: Public relations, management basis, organizational behaviour and other disciplines connected with business communications. Texts, cases and practical tasks are developed to confirm the knowledge acquired from the lecture courses, elaborate on it and seek a way to establish it in practice.

Contents of the course:

Subject and method of the International Business Etiquette Science. Cultural diversity and international dialogue. Culture – the vital element of international relations. Character and importance of business communications and international business etiquette. Intra-organizational contacts and communications. Contact methods. Verbal communications. Non-verbal communications. International business etiquette requirements. The skill of winning negotiations. Intuition – intellectual skill in conducting negotiations and business communications. Business ethics and company culture. Company culture. Business relation rules and etiquette. Peculiarities of business contacts with foreign partners. Business receptions and business etiquette. Communication problems in business etiquette. Business professional behaviour code and ethics. Process and rules of communications in business contacts. European cultural programme for globalizing world. International cultural relations.

Teaching and assessment

The training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

EUROPEAN BANKING SYSTEM

ECTS credits: 4

Form of assessment: continuous control and exam

Semester: 3

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course "European banking system" aims to familiarize students with the fundamentals of the theory of European economic integration and the most important institutional dimensions of the European Union, the history and legal foundations of the EU's banking system. Students will get acquainted with the peculiarities of

Hours per week: 31 +0s

Type of exam: written

Hours per week: 31 +0s

Type of exam: written

the banking systems of most large member states. The material is selected in accordance with the prescribed workload and specifics of the program and within a reasonable compromise between the theoretical and empirical material is given priority to the relationship between economic theory and actual market behavior of financial and non-financial institutions, governments, central banks and the EU institutions. Therefore, some topics are considered, such that are not included in the curricula of international economic relations concerning the other economic subjects.

Contents of the course:

Foundations of the West European economic and political integration. Problems of developing a single market for banking services. Types of financial banking systems in the EU. European Investment Bank. Payment systems and banking supervision in the EU. Banking System of Great Britain. German banking system. Banking systems of France and Italy. Banking systems of small countries in the EU. Theory of optimum currency area, eurozone. Emergence of the theory of optimum currency areas - Robert Mundell. Replacement of the regulating role of the exchange rate with the free movement of capital and labor. Other variants of the theory of optimum currency areas. Role of internal and external shocks. Problems of the EU single market. Collectively regulate the single market in financial services in the EU. Main directives of the European Commission in the financial markets. Maastricht convergence criteria, euro area. Integration of European stock exchanges. Currency stability and monetary "snake". The "Werner" plan. The creation of the single European market. The "Delors" plan. Stages of the creation of the euro area. The ECB and the European System of Central Banks, the ECB's functions.

Teaching and assessment

The training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

INNOVATIONS AND INNOVATIVE POLICY

ECTS credits: 3

Form of assessment: continuous control and exam

Semester: 4

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The discipline "Innovations and Innovation Policy" has the objective to introduce basic knowledge in the field of innovations and innovation policy to the students. Innovation activity cannot be regarded independently from the remaining processes, both on macroeconomic and microeconomic levels, and in the context of the area of European research development. The objective of this discipline is students to have systematic knowledge and develop skills in this exceptionally important field of modern economics. The application of integrated approach to innovations, specific economic characteristics, strategies for implementation of innovation work, innovation activities and barriers to innovations, the European practices in innovation work and others are analyzed.

Contents of the course:

Introduction, purpose and objectives of the subject. The successful management of innovation and innovation policy - a strategic task in current economic conditions. Innovation - central problem of strategies and policy development of the modern economy. Contemporary meaning and content. Role of innovation and innovation policy in entrepreneurial activity. Innovative process. Stages of the innovation process. Classifications innovation. Sign of classification - type innovations. Strategies for implementing innovation. Innovative strategies of the company. Key strategies for product innovation. Key strategies for technological and organizational innovation management. Venture capital. Innovation networks - a new paradigm for creation and diffusion of knowledge and innovation. Innovation networks and position of the company. Creation of technological knowledge in the economic process. Smart grids and innovation. Cultural characteristics of the environment. Characteristics of the innovator. Innovation activity and barriers to innovation. Overcoming barriers to innovation. Information needs and innovative processes "new economy". Innovation and intellectual property. International cooperation in the field of intellectual property. Copyright and related rights. Industrial intellectual property. Patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and technology transfer. New developments in intellectual property. Management of innovation and trends in innovation. The innovation manager and implementation of corporate behavior. Culture of innovation and innovation policy. Innovation activity and the most significant barriers to innovation in Bulgaria. Building an innovation infrastructure in Bulgaria. Technology centers, business incubators and technology parks. Development of ERA. Technology transfer. European strategy to overcome barriers to innovation in Europe. Innovative programs of the European Union.

Hours per week: 31 +0s

Type of exam: written

Teaching and assessment

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

INTERNATIONAL COMPETATIVE POWER

ECTS credits: 3

Form of assessment: continuous control and exam

Semester: 4

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The lectures in this course structurally covers both basic common problems presenting one side of the international markets and specific problems of the factors determining the level of its foreign trade strategy of the modern rivalry, and the chances of Bulgarian export products to get recognition in the European economic Area. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. Developed rich text material, case studies and practical tasks aim to consolidate received as part of the course knowledge to develop and seek their actual application in practice.

Contents of the course:

Conceptual views on international competitiveness. Impact of foreign trade on economic growth. Effect of foreign direct investment (FDI) on competitiveness. Instruments for measuring international competitiveness. Attractiveness and competitiveness. Patterns and dependencies. National competitiveness in terms of European integration. Presentation of Bulgaria in the process of transformation. Determinants of national production. Factor conditions. Pyramid competitiveness. Factors to enhance international competitiveness. Index of Economic Freedom. Business conditions. Macroeconomic and corporate competitiveness. Lagging sectors in the Bulgarian economy. Successful and problem areas. Monitoring system for international competitiveness.

Teaching and assessment

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

INTERNATIONAL PROJECTS MANAGEMENT

ECTS credits: 3

Form of assessment: continuous control and exam

Semester: 4

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The lectures in this course structurally cover both basic characteristics of the projects within the EU and other international organizations and specific problems of their management within individual firms and companies. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. Developed rich text material, case studies and practical tasks aim to consolidate received as part of the course knowledge to develop and seek their actual application in practice. The aim of the course is to provide students with extensive knowledge in the development and approach to winning these projects and in the utilization and implementation of the funds received by acquainted with the basic methods of the international and European project management and the possibilities for their application in today's economic conditions.

Contents of the course:

Management of international projects. Basics. International Project Management and coordination of operations. Structured approach for managing international projects. Main objectives. Key processes. Organizing the management of international projects. Issues of corporate cultures. Construction of information systems for management of international projects. International standards for project management. Strategic, resource and personnel requirements. Donors international projects with Bulgarian participation - the World Bank, United States Agency for International Development, the EU and others. Features of the approach. Quality management

Hours per week: 31 +0s

Type of exam: written

Hours per week: 31 +0s

Type of exam: written

implementation. Risk Management. Management of funds. Models cost accounting project. Security information management projects.

Teaching and assessment

The training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

INTERNATIONAL DIVISION OF LABOR

ECTS credits: 3

Form of assessment: continuous control and exam

Semester: 4

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course aims to provide the students with basic knowledge of international division of labor and special problems in the theory and practice of contemporary international division of labor /MRD/. The material is aimed at this within the number of hours to present the main theoretical ideas and models of contemporary international division of labor and the practical deployment of MRD in the modern world, and the main issues and trends in this process. Within the course provides basic theoretical models and statistics highlighting the development processes of MRD, supported by study and case studies and tasks in these models and statistical data in the context of seminars and extracurricular work.

Contents of the course:

Essence of the international division of labor. Comparative advantage and international division of labor. General characteristics of scientific theories about the international division of labor. Classical theories of international division of labor. A. Smith, D. Ricardo. Neoclassical theory of international division of labor Eli Heckscher and Bertil Ohlin. Basic investigations and criticism of the neoclassical theory of international division of labor. Neotechnologies theories of international division of labor. "New theory" of international division of labor. Determinants founding of the international division of labor and the development of international specialization. Processes and trends. Transnational companies in today's international division of labor. The basic processes and trends of the industry in the current MRT. The agricultural sector in the context of contemporary international division of labor. The main developments and trends in the development of the agricultural sector in the current MRT. The services sector in the modern division of labor. Intensity and depth of involvement of individual countries and regions in the international division of labor. Prospects of the international division of labor in the modern economic development.

Teaching and assessment

The training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

SUSTAINABLE DEVELOPMENT

ECTS credits: 3

Form of assessment: continuous control and exam

Semester: 4

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course aims to introduce students to the theory of sustainable development, as well as the most important international agreements in this field, focusing on the position of Emropeyskiya Union in the field of sustainable development as a global socio-economic problem. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between the theoretical and empirical material gives priority to the relationship between economic theory and the actual market behavior of financial and non-financial institutions, governments, central banks and international institutions including. EU institutions. To this end, consider some topics that are not included in the curricula of International Economic Relations of other economic subjects.

Contents of the course:

Hours per week: 31 +0s

Type of exam: written

Hours per week: 31 +0s

Type of exam: written

Economic development and environment - history. Traditional macroeconomic theory and sustainable development. The concept of sustainable development. Criticism of the concept of sustainable development. Strategic Sustainable Development. Problems of sustainable development related to energy. EU policy on the environment. Global problems and developing countries. Corporate Sustainability. The concept of cleaner production. Sustainable development, history, principles matter. Concept of sustainable development. Economic growth and sustainable development. Criticism of the concept of sustainable development. EU policy voblastta sustainable development. Corporate sustainability. Strategy chistoproizvodstvo Global problems in the energy sector. Strategic Sustainable Development.

Teaching and assessment:

The training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

INTERNATIONAL CAPITAL MARKETS

ECTS credits: 3

Form of assessment: continuous control and exam

Semester: 4

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course "International Capital Markets" aims to establish a theoretical basis for understanding the problems associated with international financial institutions (banks, investment funds, international financial organizations, transnational corporations, etc.), the role of international capital flows and the impact the government and international regulation. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between the theoretical and empirical material gives priority to the relationship between economic theory and practical requirements related to the behavior of firms, consumers and macroeconomic processes in the economy. To this end, some topics are considered that are not included in the curricula of microeconomics for other economic subjects.

Contents of the course:

The international currency and financial system as a link between national economies in international markets. Open economies, internal and external balance. Restrictions and liberalization: implications for the external balance and fiscal-monetary policy. The international financial institutions and capital movements. The role of national and collective currencies. Exchange rates and currency markets. International money markets, international liquidity. International capital markets and stock exchanges. Monetary and fiscal policy in open economies. Theories of international money and capital markets. Macroeconomic theories for countries with open economies. Currency areas, the euro zone, ECB. IBRD, EBRD, EIB and other international investment banks. Globalization of capital movements. Problems of Bulgaria's accession to the euro zone. Role and importance of the international movement of capital, information on the movement of capital flows, ensuring the stability of the international monetary-financial system. Liberalization of the international movement of capitalization requirements of the IMF, WTO, EU, IBRD, EBRD and other international institutions. Principle of conditionality of the IMF, the main credit facilities of the IMF and the basic agreements between the IMF and Bulgaria. International money markets, international liquidity, major international centers of trade in short-term resources, the IMF and the international liquidity. Exchanges of international importance, role of exchanges and electronic trading systems to the international movement of capital, features the single market for financial services in the EU directives role of the European Commission. International currency markets, exchange rates and movement of capitalization evolution of IMF policies. Key strategies in IBRD in the field of economic development, basic loans to IBRD for Bulgaria, analytical reports IBRD for Bulgaria. Euro currency and markets a connection between the Euro market and restrictions on the movement of capital.

Teaching and assessment:

The training is in the form of lectures. The course ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

INTERNATIONAL LOGISTICS

ECTS credits: 3

Form of assessment: continuous control and exam

Semester: 4

Hours per week: 31 +0s

Type of exam: written

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course "International Logistics" aims to introduce students to the nature of the logistics concept, relationships and dependencies between logistics and other functional areas of management, the elements and functions of the logistics systems, basic approaches and methods for managing logistics systems, trends, experience and the effect of the functioning of logistics systems in different fields and sectors of the economy internationally. Thoroughly clarified is the position and the role of participants in the logistics process and the characteristics of the relationship between them. Reveal specifics of international logistics. Special attention is paid to the techniques and technologies used in the organization and management of international logistics. The importance of integrated management for efficient operation of international logistics. The course "International Logistics" provides knowledge about the place and role of logistics in the economy and in different organizations, the main approaches and methods for its management, as well as global trends, experience and achievements of leading organizations in its application. Thoroughly clarify the subject, the object and scope of International logistics in organizational and internationally. Consistently reveal issues of strategic, tactical and operational management of logistics operations. Reveal specifics of logistic issues in different sectors and areas of the international economy. Thoroughly expose the methods of decision-making in the management of supply production / operations and distribution. Clarified the basic concepts and technologies for integrated management of logistics activities - "Planning of productive resources" (MRP), "Resource planning in the area of distribution (PRD)" (DRP) and "Just in time (Kanban)" (JIT). Based on extensive facts the global and national trends in logistics are illustrated.

Content of the subject:

Concept, aims and tasks of logistics. Logistics through the years – theory and practice development. International logistics. Concept and peculiarities. International business and logistics. Mediators in the international logistics – concept, functions. International transport and insurance. Logistic canals of supply. Insurance in the international logistics. Internationalization of the logistics – transnational factors, new moments. Internationalization of the logistics – strategic partnership. Main tasks of the logistics under the conditions of internet. Internet as a world trade center. Management of the logistics process – strategic and operative-tactical planning. Management of the process – management decisions, informational system. Modern tendencies in the logistics development. Global logistics. Integration of the efforts and the interests through international logistic systems. Logistics and sustainable development. Logistic net and logistic chains. Influence of the environment. Free economical zones. Physical distributions in the conditions of European integration. Tendencies in the international transport services development.

Technology of the training and assessment:

The training is in the form of lectures. The course ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.