

MA PROGRAM "PUBLIC RELATIONS IN THE BUSINESS"

for people who do not own degree of "Bachelor" in the professional field

3.5 Public communication and information sciences

Degree: MASTER

Professional qualification "Master in Public Relations"

Professional field 3.5 Public communication and information sciences

Duration: 2 years

QUALIFICATION CHARACTERISTICS

General introduction

Every business starts with the agreement of the society and continues to exist thanks to its approval. In an environment of steadily increasing and intensifying competition, irregular financial resources and increased demands from consumers, in addition to the familiar prerequisites for making a company successful in the market formation becomes increasingly important the availability of professionally realized programs of public relations and strategically positioned PR-function in the overall system of an organization.

Corporate image became one of the main factors for the prosperity of business organization, for the realization of its policy, for achieving her goals. Public relations ensure to the managers the necessary data and facts about the state of internal and external communication situation and for this purpose conducted the relevant social, socio-psychological, communicational, cultural, linguistic analysis. Results of analysis are prepared action plans to build favourable relationships with target audiences. Public relations as a part of the management of business organizations have the opportunity to become alert system for predicting future trends in the market reality and taking preventive measures to fend conflicts in the organization.

Organization of education

Curriculum in "Public Relations" and the organization of education - its duration, the form and content of the curriculum of the separate disciplines are in accordance with the Higher Education Law, the Ordinance on the state requirements for obtaining of the higher education degree "Master" and Regulations of SWU "Neofit Rilski". Curriculum and educational programs in "Public Relations" are developed according to the system for transfer of credits – ECTS. Specialty training lasts two years (four semesters). The total number of credits necessary to complete "Master" degree is 120, 15 of these credits are awarded for the development and successful presentation of diploma thesis.

In the structure of the curriculum are included compulsory and elective courses. Their content ensures mastery of basic knowledge in the field of the social cognition, focusing on corporate communications and management of business relationships. For each course has been made a distinction of the students' activities - auditorium and individual work, practical and independent work. In educational programs of all disciplines are included recent advances in the study of the relevant scientific areas, thereby responsive to the expectations and requirements of the student, society, employers, professional bodies.

Degree of "Master" ends with a written and oral exam or the development and defence of diploma thesis. Successful graduated students receive the degree "Master" with name of qualification "Specialist of Public relations in business". They also acquired the right to continue studies to acquire the educational and scientific degree – PhD.

Educational purposes of the program

Public relations, naturally and necessarily, are closely related with the management of each business structure. Management of public reputation in real and online environment, accompanied by adequate skills for determine the strategic organizational principles and objectives are becoming major priorities of modern and flexible corporation.

Therefore, the main objectives set in the training are:

- theoretical and practical preparation of specialists who can effectively assist the business organizations to implement short- and long-term goals by adapting the possibilities of the changing market and the integrated communication politics of the company;
- synchronizing of the organization's business strategy with tactical and strategic PR-programs;
- forming of competencies for managing public reputation of the organization in the context of corporate social responsibility;
- building skills for proper implementation of the methods of market research in order to systematize information about the overall market picture and mapping the corporate risks and opportunities in the industry.

The content of the curriculum, educational programs, organization of education and applied credit system in "Public Relations" ensure that **graduates acquire following competence and practical skills:**

- building a communication network for effective bilateral relationships with business partners and target audiences through the media assistance;
- constructing and successful promotion of the corporate and brand image in the public and marketplace;
- developing of precision instruments for measuring the effectiveness of communication message to the target groups;
- forming of the corporate culture to achieve organizational goals and establishment of the organizational mission;
- developing the project work to support the overall operation of the organization and its effective collaboration with partners at national and international level;
- adapting the organization to the changing conditions of social, economic, political and technology environment;
- design, implementation and maintenance of information and communication technologies and systems in the field of e-business and e-commerce;
- active partnership of top management in the realization of negotiations and business relationships by the means of persuasive communication.

Qualifications and career development

Realization of the graduates in "Public relations" is implemented in the broadcasting and print media, advertising and PR-agencies, political parties, non-governmental organizations; PR-services in government agencies and private companies.

They can take a position as a: PR-manager; PR-specialist; Manager and corporate communications specialist; ,Manager and strategic communications specialist; Manager and integrated communications specialist; Image-maker; Specialist in solving problems; Communication expert; Media analyst; Organizer of special events; Speaker; Account Manager; PR Account Executive; BTL-manager; Specialist in crisis communications; Communication expert advisor and others.

CURRICULUM
MA PROGRAM "PUBLIC RELATIONS IN THE BUSINESS"

First year			
1 st Semester	ECTS credits	2 nd Semester	ECTS credits
MASS COMMUNICATIONS THEORIES	6,0	FUNDAMENTALS MANAGEMENT	6,0
FUNDAMENTALS OF PUBLIC RELATIONS	6,0	NEW INFORMATION TECHNOLOGIES IN PR	6,0
FUNDAMENTALS OF ADVERTISING AND BRANDING	6,0	POLITICAL COMMUNICATION AND IMAGE MAKING	6,0
PERSUASIVE COMMUNICATION	6,0	MEDIA MANAGEMENT	6,0
Elective course 1	3,0	Elective course 3	3,0
Elective course 2	3,0	Elective course 4	3,0
List of elective course		List of elective courses	
MEDIA STUDIES		PR PROFESSIONAL AND ETHIC STANDARDS	
GENERAL THEORY OF MARKET ECONOMY		MANIPULATIVE LANGUAGE STRATEGIES	
LEGAL BASIS OF COMMUNICATION		GRAPHIC DESIGN	
ENGLISH FOR PUBLIC RELATIONS		STRATEGIES AND TACTICS OF PR	
INTRODUCTION TO POLITICAL SCIENCE			
THEORY AND PRACTICE OF THE TEXT			
	Total 30		Total 30
Second year			
3 rd Semester	ECTS credits	4 th Semester	ECTS credits
INTRODUCTION IN BUSINESS	4,0	BUSINESS STRATEGY AND PR-PLANNING	3,0
PERSUASIVE PUBLICITY IN BUSINESS COMMUNICATION	6,0	CORPORATE FINANCE	3,0
CORPORATIVE IMAGE	6,0	MARKET STUDIES	3,0
PSYCHOLOGY OF MANAGEMENT	6,0	ELECTRONIC BUSINESS	3,0
Elective course 5	4,0	Elective course 7	3,0
Elective course 6	4,0	State exam or presentation of master thesis	15,0
List of elective courses		List of elective courses	
BANKING AND INSURANCE		ECONOMICS OF THE EUROPEAN UNION	
HUMAN RESOURCE MANAGEMENT		SPECIAL TYPES OF PUBLIC RELATIONS	
MANAGEMENT IN TOURISM		ADVERTISING LEGAL FRAMEWORK	
ORGANIZATIONAL CULTURE		ANALYSIS AND POLITIC OF INVESTMENT	
ENTREPRENEURSHIP			
	Total 30		Total 30
Total for four semesters: 120 credits			

MASS COMMUNICATIONS THEORIES

ECTS CREDITS: 6

Form of knowledge control: Exam

Semester: 1st

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Chief assistant professor Radostina Mihailova, PhD, Department of Public Relations

e_mail: radost_mihaylova@swu.bg

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Exam type: written

Annotation

The main objective of this course is the PR students to acquire knowledge about the essence and the characteristics of the professional mass communication as well as systematic knowledge about its theories

Syllabus contents

Nature of communication in the society. Culture and communication. Basic model of the communication process. Basic elements of mass communication. Aim and function of mass communication in the society. The process of “gate-keeping”. Mass communication models of the 20th century. Psychological theories of the mass communication. Traditional and information society – D. Bell. Salvajo’s information model. Social change in the information society.

Education methods and assessment

The lecturer illustrates the scientific problem in the course of the lectures. The students prepare before the lectures in order to participate actively. The assignment is connected with preparation of individual paper and making a test. The course finished with sitting for written examination. The final mark includes the result of the exam, the test and the papers.

FUNDAMENTALS OF PUBLIC RELATIONS

ECTS CREDITS: 6

Form of knowledge control: Exam

Semester: 1st

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Dimitrina Stefanova, PhD, Department of Public Relations

e-mail: dimi@swu.bg

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Exam type: written

Annotation

The main objective of this course is introducing the nature and the characteristic features of the professional PR communication as well as giving systematic knowledge about the theory and practice of the communication connections within an institutional and organization structure. Another objective is to introduce to the students the theoretical social communication concepts and the practical rules for applying them in the sphere of PR. The third aim is to introduce the students the possibilities for enlarging and specialising and going deeper into the theory of the modern society communication forms.

Syllabus contents

Origin and nature of Public Relations. Principles. Structure of the PR professional activity. Organization of the PR activity. PR practice, PR staff and departments. PR schedule. The systematic analysis as PR organization principle. PR models. The organizations and PR – the communication in the organization; the organization structure and PR; The communication between the small groups. Mass communication and PR; Marketing and PR. The PR activity. PR campaigns.

Education methods and assessment

Examples, including visualization, illustrate the lectures. The students prepare in advance for participation in the lectures. A term project is prepared by the students as a home assignment. There is a term test. The final exam during the regular session is written. The final mark is a proportion between the results of the term test, the projects and the final exam.

FUNDAMENTALS OF ADVERTISING AND BRANDING

ECTS CREDITS: 6

Form of knowledge control: Exam

Semester: 1st

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Slavyanka Angelova, PhD, Department of Public Relations

e-mail: sl.angelova@swu.bg

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Exam type: written

Annotation

The main objective of this course is to present the theory and practice of the national, the European and the world tendencies in advertising. This derives from the necessity the students to form criteria and skills for assessment of an advertising campaign as well as opening possibilities for organising advertising campaigns, strategies and inventing slogans – main idea, text, structure and graphic design. The function and structure of the brand are discussed, its positioning on the market. The main principles of the branding/ trademark management in the context of the contemporary development of advertising.

Syllabus contents

The origin and development of advertising: world and national status. The place of advertising in the marketing mix and the communication policy of the company. Nature and functions of the contemporary advertising. The advertising industry. The advertising rectangle. Types of advertisements. The advertising agency: origin, types of advertising agencies. The modern advertising agency – structure and functions. The studies in the sphere of advertising. Nature and types of discounts. Media planning – nature and significance, selection of media, influential factors for the choosing media for advertising. Nature and main functions of the trademark. Management of the trademark. The advertising in the Internet – nature and types. Internet branding.

Education methods and assessment

The lectures are held in the traditional way. Proper illustration of the covered material is used. During the semester there is assessment of the students' knowledge. Assignments are given to the students to prepare papers and prepare for tests. The students prepare for the tests themselves. They prepare theoretical and practical papers and an advertising strategy. The advertising strategy is defended orally with an audience. The mark at the end of the semester includes the mark of the advertising strategy. There is written exam at the end of the semester. The questionnaire is given to the students beforehand. The final mark includes the marks from the written exam and the marks from the semester.

PERSUASIVE COMMUNICATION

ECTS CREDITS: 6

Form of knowledge control: Exam

Semester: 1st

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Chief assistant professor Slavka Popova, PhD, Department of Public Relations

e-mail: spopova@swu.bg

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Exam type: written

Annotation

The main objective of this course is introducing the differences between the communication types and the character of their functioning is the necessary condition for successful work. In this sense the study of persuasive communication in the PR has an important educational significance. The persuasive communication in PR is a basic method in this science which is characterised with the peculiarities of one-way, one stage communication in PR. It is expressed through the methodology of the persuasive public nature which is inherent to this type of PR. The basic objective of the course is defining the persuasive communication, its purpose, principles, elements means for expressing and applied techniques for using them in the real practice. A special attention attention is paid of the persuasive process related with rhetorics, propaganda and argumentation.

Syllabus contents

Persuasive communication – nature and identification. Nature of the persuasive communication in PR. Persuasive publicity. Basic objectives of the persuasive communication. The role of the message in the persuasive communication. Rhetorics and propaganda as tools for speech pressure. The principles of the persuasive communication in PR. Means, used in the persuasive

communication. Publicity and social responsibility of the persuasive communication. Lobbying and Persuasive communication in PR.

Education methods and assessment

The course is visualized with an OHP and multimedia. The knowledge is checked during the semester through information material work out /brochures, leaflets etc./, essay writing, preparation of papers, tests assessed in points. The final exam is written.

FUNDAMENTALS MANAGEMENT

ECTS credits: 6.0

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2nd

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Valentin Vasilev, PhD, Department of National Security and Public Administration

e_mail: valyo@law.swu.bg

Summary: The course aims at learning the primary management functions, principles, approaches and systems; at forming and developing skills for planning, organizing, control, delegation, managerial decision making and communication.

The following key issues are subject of the course:

- Formation and development of the management science, main schools and approaches;
- Organization as a subject to management, internal and external organization environment;
- Management as a process; basic functions;
- Binding processes in the management; managerial decision making and communication;
- Change management;
- Organizational culture.

The curriculum of this course is consistent with similar studying courses of some leading universities from West Europe and USA.

Course content:

Formation and development of the management science, main schools and approaches:

Systematic approach in the management. Situation approach in the management. Management as a process: basic functions. Organization: formal and informal organizations; horizontal and vertical division of labor. Internal environment of the organization. External environment of the organization; environment with direct impact and environment with indirect impact. "Planning" function in the management: nature of the process; elements of the planning; actions order. Goals and goal setting. Management by objectives. Strategic planning; nature of the process: main stages. Implementation of the strategic plan and control following its completion; strategic plan evaluation. "Organizing" function; organizational structure; organizational structure design; types of organizational structure. Delegation of authorities; centralization and decentralization; line and command authorities. "Motivation" function; conceptual and process motivation theories. Managerial decision making process. Types of managerial decisions. Models and methods of decision making; creative models; mathematical methods and models.

Communication in the management; communication process. Interpersonal communication.

Organizational communication. Communication barriers; strategies for communication improving. "Control" function; nature of control; types of control. Basic characteristics of the efficient control. Groups in the organization and their efficiency. Management and leadership; basic theories and approaches. Conflict and stress management in the organization. Change management. Organizational culture. Social and ethical responsibilities of the management.

Lectures and seminar exercises.

The lecture course is supported by use of multimedia equipment. All topics consist of a practical and a lecture part.

The seminar exercises include debates, discussions, reviewing problem situations, solving of and discussing cases, solving of control tasks, individual and collective work on the subject matter. The evaluation of the results in the process of study complies with the requirements of the Ordinance # 21 of the Bulgarian Ministry of Education and Science from September 30rd, 2004 for implementation of a system for learning credit accumulation and transfer

NEW INFORMATION TECHNOLOGIES IN PR

ECTS CREDITS: 6

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2nd

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Slavyanka Angelova, PhD, Department of Public Relations

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Annotation

The main objective of this course is obtaining knowledge and skills for the usage of the new information technologies in the public communications as a part of the PR process. The course covers the apparatus and the information securing of the public communications, processing the information in charts and graphics, access to Internet information and use of web sites as means of communication and work with the general public. The selected exercises are connected with formation of skills for practical usage of the most modern information technologies and communication systems i.e. without them the realization of a firm, office or state institution would be unthinkable.

Syllabus contents

The electronic communications. Architecture of the global networks. The advantages of the new media compared to the traditional mass communications means. The new PR means - e-mail, discussion groups, web site, RSS, social networks. The Public communications and Internet information resources. The usage of electronic charts for information processing. Presentations skills.

Education methods and assessment

There is a presentation of each lecture. The most contemporary scientific achievements are discussed. The seminars are connected with the practice. A project is made by each student during the semester and they solve two practical tasks. All results are used in the formation of the final mark. There is a final exam.

POLITICAL COMMUNICATION AND IMAGE MAKING

ECTS CREDITS: 6

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2nd

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Ivan Gazdov, PhD, Department of Public Relations

e-mail: gazdov@swu.bg

Annotation

The objective of this course is to introduce the modelling of the public opinion through realization of the processes in the political communication. Special attention is paid to the verbal behaviour for attracting the audience to the political events, the formation of purposeful interrelations in the mind of the citizens, the undertaking of political commitments, and formation of political attitudes, the interrelation between the words and the actions in politics. The main mechanisms for perception of the audience political messages are discussed. Classical and modern theories for comprehension of the political perception are taught. The strategy for image making of a political figure is presented.

Syllabus contents

Political speaking – significance and functions. Verbal behaviour of the political elite. Types of political rethorics. Personal characteristics and political speaking. Problems of the verbal research. Condensed symbols and construction of the political perception. Cognitive method for audience analyzing. Image making. Moral categories in politics. Public events. Functions of the verbal behaviour during public events. Verbal behaviour in a small group. Basic elements of negotiating. Media and political verbal behavior. Research methods for studying the political indicators of the political verbal behaviour.

Education methods and assessment

In this lecture course there are plenty of examples and visual materials in order to illustrate the theory in the lectures. There are term papers during the semester as well as term tests which are evaluated with proper points. The proportion between the semester results and the final exam is 1:1 which forms the final mark.

MEDIA MANAGEMENT

ECTS CREDITS: 6

Form of knowledge control: Exam

Semester: 2nd

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assistant professor Milena Yankova, PhD, Department of Public Relations

e_mail: yankova_milena@swu.bg

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Exam type: written

Annotation

The objective of the course is to help students acquire in-depth knowledge of the nature of media organizations as an object of administration by entering the specifics of media management, by gaining knowledge of business organization in today's media, human resource management and the process of decision-making. Media marketing as a function of media management occupies a special place because of the need for deeper knowledge of PR specialists about the techniques of integrated marketing communication. Thus future PR practitioners will be prepared to make grounded decisions concerning communication policy of the media organization, in which management team they can work in.

Course content

Management as a social activity. Nature of media organization as an object of management. Specifics of media management. Theoretical issues. Characteristics and the environment of the media organization. Strategic planning in media management. Organization of activities in the media business. Management of media editing. Human resource management in the media. Multimedia editing. Media marketing as a function of media management. Marketing research in printed and electronic media. The media product and the integrated marketing communication. Legislative framework of public broadcasters in Bulgaria. Media regulation.

Teaching methods and assessment procedures

The course is conducted using interactive methods, numerous examples are implemented and presented graphically. Monitoring is done in class during the semester through assignments and tests. The course ends with a written exam on the material according to the syllabus provided to students. The proportion between the semester results and the final exam is 1:1 which forms the final mark.

INTRODUCTION IN BUSINESS

ECTS CREDITS: 4

Form of knowledge control: Exam

Semester: 3rd

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Professor Raya Madgerova, PhD, Department of Management and marketing

Email: raya_madgerova@swu.bg

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Exam type: written

Annotation

The educational course introduces students to basic issues related to the essence of business in a market economy, the start-up, organization and management of business and its resources. During the course the students will learn the business terminology and the essence of the basic concepts. The lecture course is aimed at developing critical and analytical thinking about

business and building knowledge and skills for business decision making and for functioning in a global environment.

Content of the curriculum

Essence of business. Major business participants. Enterprise - a basic form for realization of business. The enterprise as a system - the social, production, economic and management systems of the enterprise. Subject of economic activity. Company. Functional business areas. Market economy and business. Types and forms of business. Starting a business - business idea, owned by businesses, ways to start a business. Company registration. Family business. Financing the business. Public obligations of the company. Sales and negotiation techniques. Accounting for business - essence and role. Organization and management of accounting. Compilation of balance sheet, profit and loss account and statement of cash flow.

Teaching and assessment technology:

The course ends with exam. Priority in learning has the practical and independent students work. Knowledge, skills and competence during the seminars are evaluated and the results achieved by the assigned tasks and tests being of great significance. The final grade takes into account the results of the current control and the assessment is 1: 1.

PERSUASIVE PUBLICITY IN BUSINESS COMMUNICATION

ECTS CREDITS: 6

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 3rd

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Chief Assistant Professor Slavka Popova, PhD, Department of Public Relations

Email: spopova@swu.bg

Annotation

The main objective of this course is to give excellent knowledge connected with the PR communication under the contemporary conditions to be outspoken, specified, frank and persuasive due to the personal contact with the audience. The main objective is to define the interactive essence of the relation "publicity - competence" in the context of business relations. The course gives the opportunity to decompose the structural elements alluded to various spheres of realization of the persuasive publicity in the investigated relations. The program material brings knowledge about the character, the essence, the characteristic features and the differences of the communication model which contributes to the persuading publicity in the business sphere.

Key words: persuasive influence, symbolic interactionism, social role, verbal message, techniques for persuasive publicity, speech, authority, style.

Syllabus contents

Cognitive meaning of the persuasive publicity for development of business relations. Structural model of the interrelations which build the triad "public authority-social situation-business relations". Characteristics of the communication stimules in the business relations. Analysis of the specific possibilities of the phases of the message reception. Specific techniques for increasing the effectiveness of the persuasive publicity in the sphere of business relations. Key factors influencing the publicity of the business relations. The social role of the persuasive publicity. Comprehension of argumentation in the persuasive publicity. Resource factors of the persuasive publicity in the business sphere.

Education methods and assessment

OHP and multi media are used as visual devices for presenting the lectures. The knowledge is checked during the semester through preparation of information material /brochures, leaflets

etc./, essay writing, tests assessed in points. The final exam is written and covers the lecture material.

CORPORATIVE IMAGE

ECTS CREDITS: 6

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 3rd

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Ivan Gazdov, PhD, Department of Public Relations

e-mail: gazdov@swu.bg

Annotation

The main objective of this course is the nature of the corporative image, its components, the building technology, and the way the nature of communications is destroyed in critical situations. It is taken for granted that the building and maintaining the corporate image is the main condition for successful realization of each organization policy for prosperity in the global competition.

Syllabus contents

Essence of corporate image, structure and features. The corporate image and the concept of corporate citizenship. Research related to measuring the effectiveness of corporate image. Corporate communications according to corporate standards. Interaction between political party and business in the context of the party system. Essence and functional importance of power - policy relations. The role of political leadership in conditions of political change and the impact on the development of business contacts in business.

Education methods and assessment

In this lecture course there are plenty of examples and visual materials in order to illustrate the theory in the lectures. There are term papers during the semester as well as term tests which are evaluated with proper points. There are assignments with theoretical and practical orientation. The proportion between the semester results and the final exam is 1:1 which forms the final mark.

PSYCHOLOGY OF MANAGEMENT

ECTS CREDITS: 6

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 3rd

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Ivanka Assenova, PhD, Department of Psychology

e-mail: assenova_iva

Annotation

The main objective of this course is to study the regularities when there is interaction between the subject and the object of the management influence. The deeper analysis of the subject matter includes psychological analysis of the manager's activity, the psychological characteristics of the manager's personality, the special features of their social role, the style which they use, the communication peculiarities and decision making in the conflict situations and decision taking from the management point of view.

Syllabus contents

Object of the psychology management. Individual psychological profile of a manager's personality. Social status and social roles of the manager. Leadership. Management styles. Management motivation. Communication and management. Business communication – types and forms. Psychological aspects of the negotiation process. Public speech. Debate, discussion, polemics. Communication skills of the manager. Basic mechanisms for influence. Psychological nature and structure of the organization. Collaboration and competition in the organization. Psychological problems and regularities during decision making.

Education methods and assessment

The material in this course is taught in the traditional way. The assignment includes: 2 tests, preparation of a theoretical paper (making a summary of scientific psychological papers etc.) and scientific and practical papers (papers connected with psychological research). The final mark is formed after the evaluation of a written essay question on a topic taken from the questionnaire. The semester results (i.e. the students' project) are taken into consideration. The proportion between the last two being 6:4 relative points.

BUSINESS STRATEGY AND PR-PLANNING

ECTS CREDITS: 3

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 4th

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Dimitrina Stefanova, PhD, Department of Public Relations

e-mail: dimi@swu.bg

Annotation

The main objective of this course is to introduce the strategic planning in the business practice as a reliable instrument for overcoming of the consequences connected with the lack of economic stability and the unpredictability of the social environment. In lecturing process the following problems will be discussed - development and sustainability process of life compatibility between the organization goals and resources and its alterations according to the market opportunities and on the basis of the entire business planning to develop and compatible and applicable PR strategy.

Syllabus contents

General characteristics of the process of strategic planning. Strategic planning on corporate level (corporate mission; corporate goals and tasks; corporate strategy). Defining of the mission. Nature, function and range of the mission. Development of the goals. Analysis of the company's internal environment (SWOT - analysis). Analysis of the company's external environment. Functional strategies of the strategic business units. Preparation of PR programs. Defining PR strategies in the business organization.

Education methods and assessment

The material in this course is taught in the traditional way. Multimedia is used. The students will have to prepare two practical projects (a business plan and a PR program). The examination is written. The final mark consists of a 1:1 proportion considering the results from the semester and the examination.

CORPORATE FINANCE

ECTS credits: 3.0

Weekly workload: 3 lect.+ 0 sem+0lu+0lpu+ 0p

Form of knowledge control: Current estimation

Exam type: written

Semester: 4th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Desislava Stoilova, PhD, Department of Finance and Accounting
E-mail: dstoilova@swu.bg

Annotation

The main objective of the course is to provide students with extensive knowledge in corporate finance and financial management of the company. The students will become familiar with the basic tools and methods for managing the corporate assets and capital and possibilities for their application in modern conditions. The main tasks that need to be addressed in the implementation of the curriculum are: 1) Acquiring knowledge and skills for analysis of the financial statements of the company, focusing on three main aspects - liquidity, solvency and profitability; 2) Acquiring knowledge and skills for applying basic methods for evaluating the effectiveness of investment projects and management of the working capital; 3) Acquiring knowledge and skills for application of the methods of evaluation and depreciation of the assets; 4) Understanding the basic tools for long-term corporate financing and building skills to calculate the cost and profitability of financial assets; 5) Acquiring knowledge and skills for applying sensitivity analysis and basic methods of strategic planning and control. After completion of the course "Corporate Finance" students should have basic knowledge and skills for the effective financial management of the company.

Syllabus contents

Corporate finance and financial management. Financial reports. Financial analysis. Depreciation and amortization policy. Analysis and management of working capital of the company. Methods for evaluation of company assets. Critical ratio "expenses - sales – profit". Capital budgeting. Long-term financing of the company. Cost and profitability of financial assets. Sensitivity analysis and simulation methods. Strategic financial planning and strategic control systems

Education methods and assessment

Examples, including visualization, illustrate the lectures. The students prepare in advance for participation in the lectures. A term project is prepared by the students as a home assignment. There is a term test. The final exam during the regular session is written. The final mark is a proportion between the results of the term test, the projects and the final exam.

MARKET STUDIES

ECTS CREDITS: 3

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 4th

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Vyara Kyurova, PhD, Department of Management and Marketing

e_mail: vvasileva@swu.bg

Annotation

This discipline aims to satisfy the students' need for knowledge of organizing and conducting market research. The training process will provide sufficient information on the sources of information to support research; to properly select, processing and analyzing the information. In this program are examined the key issues concerning with the nature, types, scope and tools of marketing research.

Along with the presentation of fundamental knowledge, skills are developed to apply this knowledge in practice. This determines the interdisciplinary nature of teaching and learning and the expected results that the knowledge gained will support learning, as in other disciplines as well as in economic and business disciplines.

Contents of the curriculum

Essence of marketing research. Functions and types. Scope of marketing research. Major areas of marketing research. Process of marketing research. Market analysis in the marketing research system. Preparation and conduct of marketing research. Developing a marketing research program. Market research methods. Methods of data collection in field studies. Processing and analysis of marketing research data. Presentation of the results of marketing research. Market and sales: potential and forecasts.

Teaching and assessment technology:

The lecture course is conducted in the established way using illustrative materials. Forms of ongoing control are also tailored to the nature of the discipline - solving tests, discussing case studies. The course finishes with the development of a market research project and a written exam, according to the attached syllabus.

ELECTRONIC BUSINESS

ECTS CREDITS: 3

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 4th

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof.Slavyanka Angelova, PhD, Department of Public Relations

e-mail: sl.angelova@swu.bg

Annotation

Internet influences our life forming new universal space for exchange of information. And it is all about deep and long lasting changes for a kind of revolution in the global net era. This revolution is called electronic business in the sphere of business. It changes the character of the business and forms a new business model its nature being the constant electronic connections with clients, suppliers and partners and the possibility for real time management of the processes. It is clear for most of the people that the future belongs to the companies which will be able to make their business with the help of the Internet technologies quickly and efficiently and to adapt themselves to the forming global Internet economics. The electronic business does not work for itself but it is an evolution process of cultivating the business processes. One important condition for the success of the e-business is its ability to adapt and constant computing progress. The strategies, the techniques and the tools should be rationalized reporting the progress in the information technologies.

Syllabus contents

E-business – nature, main characteristics, advantages. E-business models. Business-to-Business (B2B) systems and Business-to-Customer (B2C). E-business categories. Models for electronic market. Phases of marketing transactions. Development of commercial strategies. Development phases. Team building. The life of the e-trade systems. E-business strategies. E-signature. E-money. System for electronic payment – credit and debit cards, Internet payment systems and e-banking, system for e-payment in Bulgaria ePay. Security and data protection, methods for protection. The corporate web site - necessity, requirements, main tasks. The e-mail as a business instrument. Internet business communication rules. Internet competition analyses. Mobile commerce. Strategies and models. Tools, technologies and techniques for mobile business.

Education methods and assessment

The lectures in this course are taught in the traditional way, the greater part of the lectures being presented in Power Point. The last development in the sphere will be presented to the students. The knowledge control is exercised with term papers during the semester as well as term tests which are evaluated with proper points. During the lectures there are team works and prepare, present and discuss with their colleagues the summaries and plans of their term papers which are

on a selected topic discussed with the lecturer. There is a written exam during the session. The proportion between the semester results and the final exam is 1:1 which forms the final mark.

LEGAL BASIS OF COMMUNICATION

ECTS CREDITS: 3

sem+0lu+0lpu+0p

Form of knowledge control: Exam

Semester: 1st

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer Assoc.Prof. Manol Stanin PhD, Department of Public Law and Public Management

e-mail: stanin@law.swu.bg

Weekly workload: 3 lect.+0

Exam type: written

Annotation

Legal aspects of Communication focuses on the Bulgarian Constitution and the impact its constitutional guarantee of freedom of speech and freedom of the press have on Bulgarians' other individual and societal rights. It addresses personal, political, and philosophical issues related to the Constitution and explores the complex balance of legal issues and rights involved in the operation of Bulgarian and European mass media and in everyday interpersonal communication.

Topics include the roles of law and mass media in society, media licensing and taxation, the public's right to know, philosophical and practical tensions between government and mass media, freedom of expression vs. censorship, invasion of privacy by the media, reputation and defamation, pornography and obscenity, and copyright.

Conceptually, the course should enhance students' understanding of the EU legal system and constitutional law affecting communication. Practically, it should alert them to the legal minefields inherent in professional communication and help them avoid legal pitfalls when communicating.

Syllabus contents

Social Parameters of informational society. Globalization. Electronic division. Managements and regulation of informational society. Constitutional background. EU Politics in the Field of informational society. Basic Principles of Lisbon Process. Innovations. EU and the informational society. EU legislation. Common legislation. EU Politics in the Field of electronic communications. Electronic economy. Electronic document. Conception of global communication network. Managements of Internet. EU Internet Politics. Legal Framework of Domain. Rights for information. EU Politics in the Field of Assessments for information. Clarified information. Bulgarian legislation. Electronic government as a priority of EU. Teledemocracy. Bulgarian strategy. Constitutional principles of personal freedom of speech and freedom. Personal freedom according to the EHRPBF. Spam. Majors of EU. EU legislation in the Field of Protection of personal datas. The differences between EU and USA.

Education methods and assessment

The course includes combination between lecturers + individual tests + essay

ENGLISH FOR PUBLIC RELATIONS

ECTS CREDITS: 3

sem+0lu+0lpu+0p

Form of knowledge control: Exam

Semester: 1st

Weekly workload: 0 lect.+3

Exam type: written

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Chief assistant professor Slavka Popova, PhD, Department of Public Relations

e-mail: spopova@swu.bg

Annotation

The course aims to teach the students to acquire thorough knowledge and to get acquainted with the peculiarities of the English speaking countries which have unique models, case study – practical models and would be of an importance and useful for the PR students in their future work as PR specialists including those who will develop international PR activities and will work for the European administration or business organizations or the administration or business administration of the British Commonwealth.

Syllabus contents

The origin and development of Public Relations in the USA and Great Britain. The Advertising Process in GB and the USA. Journalism – origin, development and contemporary aspects. Media Corporations in Great Britain Newspapers in Great Britain and the USA. Digital Media in Great Britain and the USA. The Governmental Communication in the English speaking countries. Mass media and control of democracy. Cyber Communication in the English speaking countries. Being in charge of Speech writing process for famous politicians. PR Campaign in the English speaking countries. The election process. Celebrity, Paparazzo, PR. Mechanisms of control of the British and American mass media. Media Legislation in Great Britain and the USA. New Types and Models of PR originating from the English speaking countries.

Education methods and assessment

The classes during the semester are lectures in which the students can take part themselves though asking questions or discussing scientific problems. The students' creativity is stimulated most of all. During the lectures Power Point slides are used as well as a number of audio and visual devices which will help the lecturer illustrate the scientific problems. During the course the students will discuss practical models and will debate on various case studies. The process of learning will be controlled and estimated by the lecturer during the discussions after the individual student's work is been done. During the process of this type of learning the students will have to make their own study on a certain theoretical problem which has an impact on reality. This problem will be set at the beginning of the lecture course. The tuition ends with an exam. The final mark is formed after considering the student's work and effort during the semester. The written exam is a test and may include a case study solution.

INTRODUCTION TO POLITICAL SCIENCE

ECTS credits:3.0

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1st

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Nikolay Popov, PhD, Department of International Law and International Relations

e_mail: npopovilir@law.swu.bg

Annotation

The main goal of the course is to give basic knowledge about the essentials and peculiarities of political science and its basic concepts, subjects, relations, phenomena, events, theories, etc.

Syllabus contents

Politics and power. Definition and nature of the concepts. Definition and general characterization of the term democracy. Historical retrospection and development of the understanding of democracy. Political process and political system. Parliamentaryism. Definition, essence and comparative analysis. Executive authority. Head of state - types and functions. Political parties

and party systems. Pressure groups. Basic political ideologies. Elections and electoral systems. Political elite and political leadership. Political culture. Citizenship. Definition and common features. Foreign policy and international relations. Contemporary theories of international relations.

Education methods and assessment

The lecture course with students is carried out in the traditionally approved way by using multimedia, too. The individual preparation envisage study of sections from the basic and additional literature; assignments resolutions; test tasks resolutions. The final grade is based on the written examination.

THEORY AND PRACTICE OF THE TEXT

ECTS credits: 3.0

Weekly workload: 3lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1st

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Prof. Anna Choleva-Dimitrova, PhD, Department of Public Relations

E-mail: choleva@swu.bg

Abstract:

The lecture course introduces into problems in Textlinguistics that deals with texts as basic communicative unit. Is presented its occurrence and development. The topics are mainly focused on the essence of the text, its main signs, composition and the mechanisms of the textual coherence. concepts: text, textuality, coherence, cohesion, intentionality, acceptability, informativity, situationalness, intertextuality, interdiscursivity.

Course content:

Text as an object of knowledge and linguistic research. Text linguistics - origination and development. Criteria for textuality: communicative, autonomy, intentionality, situationalness. Text and not text. Nature and basic features of the text. Pragmatic assessment of the text. Discourse and text. Text and topic. Kinds of topics. Composite structure of the text. Architectonic structure of the text. Linguistic mechanisms and textual coherence. Construction of text. Nominative chains in the the text. A lexical construction of the text. Main ways to achieve textual coherence. Communication and linguistic text. Intertextuality and interdiscursivity.

Teaching and learning methods and assessment:

The lecture course is conducted in a traditional manner and approved the use of multimedia. Continuous assessment is carried during the exercises during the semester by coursework and tests in the relevant points.

The course ends with a written exam on study material in accordance with Annexes conspectus. The final assessment reports the results of monitoring and evaluation of the exam is 1:1.

PR PROFESSIONAL AND ETHIC STANDARDS

ECTS CREDITS: 3

Weekly workload: 3 lect.+0

sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2nd

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assist. Prof. Milena Yankova, PhD, Department of Public Relations

e-mail: yankova_milena@swu.bg

Annotation

The course is focused on mastering the basic ethical values and norms in the field of public relations. It examines the structure and functions of morality as a means of public regulation, basic principles and specifics of professional ethics are described. It analyzes the causes, modes of public perception and implementation of the professional ethical standards specific for this profession. A special place takes the question of the moral system of the PR specialist, paying attention to the imperatives of ethics. Case studies from Bulgarian and international practice in public relations are analyzed from the perspective of ethical rules for interaction with various PR public.

Course content

Structure and function of morality as a means of public regulation. Origin and development of ethical norms. Nature and functions of professional ethics. Professional and ethical standards of public relations. Professional ethics and ethical behavior. Ethical rules for interaction with PR-publics. Case studies from Bulgarian and worldwide PR practice.

Teaching methods

The course is conducted using interactive methods, numerous examples are implemented and presented graphically.

Examination and assessment procedures

Monitoring is done in class during the semester through assignments – solving cases. The course ends with a written exam on the material according to the syllabus provided to students. The proportion between the semester results and the final exam is 1:1 which forms the final mark.

MANIPULATIVE LANGUAGE STRATEGIES

ECTS CREDITS: 3

Weekly workload: 3 lect.+0

sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2nd

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Prof. Anna Choleva-Dimitrova, PhD, Department of Public Relations

E-mail: choleva@swu.bg

Abstract:

The course MANIPULATIVE LANGUAGE STRATEGIES gives the knowledge, skills and attitudes for success with the oral and the written word. The students learn strategies to achieve personal and business success. Besides the acquired knowledge enabling them to benefit from the morally permissible manipulative language strategies. Expanding the communicative competence of future PR professionals, and this is a decisive prerequisite for a more successful and more effective work with the language. The program acquaints with the problems of linguistic manipulation in a global world and directs the communicative skills in sync with European language strategies aimed at the preservation of our national linguistic identity.

Course content:

The Bulgarian literary language and language strategies and policies of the EU. The global world and languages. The influence of the English language. Essence and manifestations of linguistic manipulation. Individual communication and linguistic manipulation. Problems with communication, influenced by incorrect language strategy. Successful strategies in the linguistic manipulation. Elements of successful linguistic manipulation. Basic language strategies and manipulative techniques in written communication. Manipulative language strategies in negotiations. Language strategies of the interview when applying for a job. Language strategies of the interview when applying for a job. Telephone communication and linguistic manipulation. Persuasive communication and linguistic manipulation. Verbal and non-verbal communication-

manipulative strategies. Manipulative language strategies in print. Manipulation without distortion of the facts. Public speech and manipulative strategies. Political speech and linguistic manipulation. Linguistic demagoguery - the role of the dialogue. Ads and linguistic demagoguery. New technologies, communication and linguistic manipulation. Language strategies in the manipulation of public opinion.

Teaching and learning methods and assessment:

The course of lectures held by the traditionally recognized way. Is used multimedia. Activities during the exercises were purely practical. Monitoring shall be carried out during the sessions during the semester through the Exchange tasks and practical developments. The total credit course is 5 credits.

Assuming 5 credits are 50 contingent units. Of these 20 units are recruited by the presence of lectures and exercises, 30, from individual preparation. The private preparation provides: participation in individual and team practical training; development of topics with theoretical and practical orientation. The course ends with a written exam on the teaching material according to the conspectus.

GRAPHIC DESIGN

ECTS CREDITS: 3

Weekly workload: 3 lect.+0

sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2nd

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Slavyanka Angelova, PhD, Department of Public Relations

e-mail: sl.angelova@swu.bg

Annotation

The course “Graphic Design” is the further developed theory which was presented during the lecture course “New Information Technologies” in the 1st year of this Master’s Course. Besides it enlarges the knowledge and skills which has already been obtained in these two courses it integrated the basic knowledge in “Fundamentals of Advertising and Branding”. Basic theoretical concepts are introduced as well as tools and principles at project development in the sphere of the graphic design, planes and 3D figures are studied. The course gives theoretical and practical instructions for preparing various types of advertising and PR company brochures and leaflets. These are necessary means and elements in the building a positive image and help the good company communication.

Syllabus contents

Nature of graphic design. Spheres of application. Computer graphics. Types. Main characteristics. Formats of the graphic files. Basic concepts in the graphic design. Tools for page and text formatting. The Size and the form as means for expression. Colour influence. Fonts – history, development, architecture, usage rules. Graphic symbol – elements, design, meaning of the symbols. Company documents – general type, structure, contents, design. Web graphics.

Education methods and assessment

The course consists of presentations. The seminars take place in a computer laboratory. Students’ projects and practical tasks are controlled during the semester. Points are used for evaluation. A project is prepared by the students and minimum five practical materials which are taken into consideration during the final mark formation. There is a test at the end of the course. The final mark is a proportion between the semester marks and the final test result the proportion being 1:1.

STRATEGIES AND TACTICS OF PR

ECTS credits: 3

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2nd

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Dimitrina Stefanova, PhD, Department of Public Relations

e-mail: dimi@swu.bg

Annotation

The economic and political factors have extremely strong influence on the activity of the companies. The formulation of strategies as ways and means of achieving the objectives is a method of successful operation of the company in the market environment.

Public Relations aid to establish and maintain relationship between the organization and the publics. This process is realized by research, analysis, planning, actions and evaluation.

Special attention is PR programmes are compelling, properly focused and tuned to building value in line with specific goals and objectives. To consistently demonstrate value through structured deliverables management, reporting and evaluation.

Syllabus contents

Part I. General characteristic of the process of strategically planning.

Part II Preparation of PR-programs

Education methods and assessment

Examples, including visualization, illustrate the lectures. The students prepare in advance for participation in the lectures. A term project is prepared by the students as a home assignment. There is a term test. The final exam during the regular session is written. The final mark is a proportion between the results of the term test, the projects and the final exam.

BANKING AND INSURANCE

ECTS CREDITS: 4

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 3rd

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Chief Asst. Prof. Vladimir Tsenkov, PhD, Department of Finance and Accounting

Email: v.tsenkov

Annotation

The main objective of this course is to introduce to the future specialists in "Public relations" the content and significance of financial relations within the two main branches of financial intermediation - banking and insurance. Through a balanced presentation, students will acquire knowledge enabling them to clearly distinguish the role, functions and specific forms of intermediation which offer banking and insurance in the financial markets.

Syllabus contents

The focus of the syllabus on the part of banking is on the presentation of issues related to the organization and structure of commercial banks, the specific forms of implementation of their activities and indicators for reporting the results. Thus not only allows students to learn about the mechanism of functioning of commercial banks, but on this basis clearly understand the place and role of the Central Bank in the context of interaction and control over commercial banks. The content of the second module of the syllabus related to insurance provides an opportunity to acquire knowledge helping to clearly distinguish the different forms of insurance satisfying the specific need in terms of coverage, price and intensity of insurance protection. Actual performance of the organization and the specifics of the property, automobile and life insurance

will enable, except for the formation of knowledge about various insurance products, but will make the necessary link with the immediate practice in the insurance protection.

Education methods and assessment

Examples, including visualization, illustrate the lectures. The students prepare in advance for participation in the lectures. A term project is prepared by the students as a home assignment. There is a term test. The final exam during the regular session is written. The final mark is a proportion between the results of the term test, the projects and the final exam.

HUMAN RESOURCE MANAGEMENT

ECTS CREDITS: 4

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 3rd

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Valentin Vasilev, PhD, Department of National Security and Public Administration

e_mail: valyo@law.swu.bg

Annotation

The course aims at forming an attitude in the students to the key role of human resources in the organization, learning the basic principles, approaches, systems and technologies for HR management; forming and developing skills for planning, evaluation, motivation, stimulation and development of the human resources. The following key issues are subject of the course: Formation and development of the HR management theory and practice. Main schools and approaches; HR management and organizational culture. Policy and strategy. Planning the HR required, methods, tools and technologies; Principles, systems and technologies for recruiting, selection and assessment. Career development. Motivation models and motivation strategies for performance and productivity improvement. Stimulation strategies and techniques. Reward management. Working relationships. Industrial relations and collective bargaining. Information systems for HR management. The curriculum of this course is consistent with similar studying courses of some leading universities from West Europe and USA.

Syllabus contents

Formation and development of the HR management theory and practice – main schools and approaches. Nature of the HR management. Strategic management of the human resources. Approaches for strategy development; types of strategies. Basic requirements for HR strategies. Competences model. Planning the human resources required. Work design. Work analysis. Standards for position qualifications. Recruitment systems. Recruitment methods and techniques. Nature, purposes and basic requirements of the personnel assessment system. Personnel assessment system types. Approaches and systems for training, qualification and development of the human resources. Mentoring and coaching. Career development. Basic motivation models. Development of strategy for personnel motivation increasing. Motivation package. Reward management systems. Wages forms and systems. Stimulation of the personnel. Working relationships; management and leadership. “Burnout” and “Boreout” effects. Industrial relations: nature and principles. Industrial relation models. Information system for HR management. Structure of the specialized units for HR management. Outsourcing in the HR management. HR management in a globalized context.

Education methods and assessment

The lecture course is supported by use of multimedia equipment. All topics consist of a practical and a lecture part. The seminar exercises include debates, discussions, reviewing problem

situations, solving of and discussing cases, solving of control tasks, individual and collective work on the subject matter.

The evaluation of the results in the process of study complies with the requirements of the Ordinance # 21 of the Bulgarian Ministry of Education and Science from September 30rd, 2004 for implementation of a system for learning credit accumulation and transfer.

MANAGEMENT IN TOURISM

ECTS CREDITS: 4

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 3rd

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof.Kiril Paleshutki, PhD, Department of Management and Marketing

e-mail: kamv

Annotation

The accent is on the theory combined with its practical character and the difference between the experience of the best world companies and the Bulgarian management practice in tourism. The objective of the course is to introduce to the students the management of one of the most dynamically developing branches of the Bulgarian economy. This is a branch management course. The aim of this knowledge is to connect them to a definite branch. Specific knowledge is discussed concerning the strategic management and building the management structures in tourism. The glossary is to be learnt as well as the basic formulations which characterize the management in tourism.

Syllabus contents

Specific features of the touristic branch. Present situation and tendencies in its development. Relations with the other economy branches. The tourist company as a system. Strategic management in tourism – national aspect. Strategic management of the touristic company. Competition strategy. Profiling of the competitors. Forms of associations in tourism. Nature and characteristic features of the touristic market. Nature of the touristic product. Methods for appearing on the market. Marketing research. Market segmentation. Advertising in tourism – nature, forms, effectiveness. PR in tourism. HR policy of the touristic company. Labour organization. Forms of specialization and diversification of the touristic product. The characteristic features of the manager in tourism.

Education methods and assessment

The lectures are held in the traditional way. There are plenty of charts and tables with parameters with all necessary examples for the process of education. The students visit the library themselves and will have to use Internet; They will have to prepare written projects, make tests, and have preliminary preparation for the seminars. Evaluation criteria: quality and profoundness of the written project; presentation ability and successful defending of the projects and the theses in them; demonstration of knowledge, skills and competence; Final mark: the students are grading according to the Bulgarian pointing system which is a six-point grading system the highest being “Excellent 6” which is turned into the European grading system – the highest being “A”.

ORGANIZATIONAL CULTURE

ECTS CREDITS: 4

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 3rd

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assistant Milena Yankova, PhD, Department of Public Relations
e-mail: yankova_milena@swu.bg

Annotation

The course introduces the nature, specifics and the role of organizational culture, whose importance in the context of globalization is determined by a number of internal and external circumstances for the organization. The knowledge of the corporate culture as a collection of sustainable social norms and values of relationships, facilitates the accurate interpretation of events going on in the organization. From the perspective of the PR specialists this skill is crucial for the realization of proper communication policy both outward and inside the organization.

Syllabus contents

Nature and specifics of the organizational culture. Role and functions of organizational culture. Key elements of organizational culture. Basic Principles. Types of organizational culture. Levels of manifestation of organizational culture. Models of organizational culture. External and internal factors influencing organizational culture. Organizational culture and subculture. Approaches to measuring, evaluating and classifying the organizational culture. Profile of ideal culture. National cultural specifics and corporate culture. Corporate culture as a competitive advantage. Corporate culture and public relations. Corporate culture and internal organizational communications.

Education methods and assessment

The course is conducted using interactive methods, numerous examples are implemented and analyzed graphically. Monitoring is done in class during the semester through assignments. The course ends with a written exam on the material according to the attached syllabus. The proportion between the semester results and the final exam is 1:1 which forms the final mark.

ECONOMICS OF THE EUROPEAN UNION

ECTS CREDITS: 3 Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam Exam type: written

Semester: 4th

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof.Dimitur St. Dimitrov, PhD

Annotation

The objective of this course is obtaining knowledge about the problems of the economic relations in Western Europe under the globalizing conditions of the world economics. The main objective is discussing the nature of the theoretic concepts and the objective prerequisites for the international economic integration, the stages, the spheres and the mechanisms of economic integration in Western Europe, the basic principles of the united market, institutional and political structure of the European Union and its place and role in the world economics. The West European economic relations in the context of the international integration processes are discussed as an objective consequences of the globalizing world economics. A special attention is paid to the social problems as they seem to be extremely important and complicated. They accompany the integration process and influence them to a great extent.

Syllabus contents

Concepts and objective prerequisites for international economic integration. Stages, spheres and mechanisms of the economic relations in Western Europe. Basic principles of the united market. Unification of the economic relations in the EU. Stages of the transition period towards economic and monetary union. Institutional and political structure of the EU. Ways of social integration. The national, the European and the global in the EU. Role and place of the EU in the world economics. Bulgaria and the EU.

Education methods and assessment

This lecture course is held in the traditional way. Multi media is used. The students will have to learn from the bibliography - the basic and the additional. There will be tests and test problems.

ADVERTISING LEGAL FRAMEWORK

ECTS CREDITS: 3 Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p
Form of knowledge control: Exam Exam type: written
Semester: 4th
Methodological Guidance:
Department of Public Relations, Faculty of Law and History
Lecturer: Assoc. Prof. Raya Ilieva, PhD, Department of Civil Law Sciences
e-mail: raia@law.swu.bg

Annotation

Discipline Advertising Legal Frame gives to students academic and educational basis about the legal frame which is regulating advertisement and advertising. Students are acquainted with basic enchantments, different theories, scientific methods and points of view on the legal regime of advertising process. They ought to be aware of the necessity of regulation advertising activities.

Syllabus contents

1. Acquaintance with the necessity of legal frame for advertising activities; 2. Revelation of basic advertisement contents requirements; 3. Considering subject during the advertising process and juridical amenability they have in case of infringement; 4. Discussing types of advertising, forms, ways and means of advertisement introduction; 5. Considering different types of advertisements - delusive advertisement, comparative advertisement, hidden advertisement, subconscious suggestions advertisement; 6. Acquaintance with prohibitions and restrictions in advertising field; also acquaintance with juridical requirements to specific product groups as alcohol and tobacco articles and advertisement intended to under age target; 7. Discussing moral norms in advertisement and practices of National Council for Self-regulation (NCSR);

Education methods and assessment

This lecture course is held in the traditional way. Plenty of charts are used to illustrate the theory. The control of the acquired knowledge is exercised during the semester with term projects and tests with a proper mark. The evaluation system includes the semester results and the final evaluation which means sitting for an examination. The exam is written.

ANALYSIS AND POLITIC OF INVESTMENT

ECTS CREDITS: 3 Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p
Form of knowledge control: Exam Exam type: written
Semester: 4th
Methodological Guidance:
Department of Public Relations, Faculty of Law and History
Lecturer: Assoc. Prof. Donka Ivanova, PhD, Department of International Economic Relations
e-mail: donkaivyot

Annotation

The lecturer coarse on the subject "ANALYSIS AND POLITIC OF INVESTMENT" has been worked out in conformity with the common aims of the subject "PR". Regarding the structure, it includes: general common problems of the management of the firm investments, including in the context of the assimilating the means from the structural and the cohesive funds of the EU;

approaches and methods for analyzing and marking of the firm in - vestment projects;
approaches and methods for analyzing and marking of the risk in the firm investment projects;
The purpose of the subject “ANALYSIS AND POLITIC OF INVESTMENT” is to give students deep knowledge on the management of the firm investments, the formation and the main approaches for realization of the firm investment strategy and politics in contemporary conditions.

THE MAIN TASKS which are to be solved when realizing the curriculum are as follows:

- 1) Adopting knowledge on the essence and the management of the firm investments and the process of investment in the firm.
- 2) Adopting knowledge and skills on working out the firm investment projects.
- 3) Adopting knowledge and skills on analyzing, marking and choice of the firm investment projects.

METHODS OF INSTRUCTION: To provide qualitative training of the students, the subject “ANALYSIS AND POLITIC OF INVESTMENT” flexibly combines different methods and forms of education: lectures on key themes, seminars and individual work under the form of coarse work. The forms of control are also conformable to the nature of the subject – carrying out control check-ups, tests, discussing different cases during the seminars and written exam for testing the knowledge.

EXPECTED RESULTS: After having passed the subject course, the students are to have obtained general knowledge and skills on working out, analyzing, mark and choice, including in the context of the assimilating the means from the structural and the cohesive funds of the EU.