



**SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"**

**66 Ivan Mihailov Str., Blagoevgrad 2700, Bulgaria**  
**Tel. + 359 /73/ 8855 01, Fax: + 359 /73/8855 16**

*E-mail:* [info@swu.bg](mailto:info@swu.bg)  
<http://www.swu.bg>

## **Department of Economics**

### **ECTS Information package**

### **Major: Logistics**

### **Educational and qualification degree: Master's**

The course is intended for students who have graduated with either a bachelor's or a master's degree in a professional field different from the following: 3.7 Administration and Management, 3.8. Economics and 3.9. Tourism.

#### **AIM OF THE COURSE**

Vocational training in the major "Logistics", "Master's" degree, aims to prepare specialists who can professionally work as managers, experts, consultants in all areas of the economic and non-economic spheres, as well as scientific workers and management specialists in universities, research and experimental institutes, developmental centres and others.

Graduates from this major shall be able to work as:

- logistics managers;
- manager and/or director of the storage facilities' department;
- department manager, head of group of other directors in transport;
- manager of departments: deliveries, distribution and storage;
- infrastructure and logistics' manager in a company;
- wholesale and retail trade manager;
- freight forwarding agents;
- customs broker;
- experts in placement and logistics at every level;

#### **QUALITIES AND COMPETENCES THAT STUDENTS ACQUIRE:**

1. Knowledge and skills in a wide economic, social and managerial aspect that enrich, shape and develop the foundation acquired in this area of studies from a completed bachelor's degree.

2. They thoroughly examine and manage the fundamental basis of the logistics' field and its specific applications. The obligatory training allows for the students to acquire skills and knowledge in the following regards:

- Theoretical knowledge on logistics;
- Skills and knowledge connected to the management of a supply chain;
- Knowledge on customs and borders' norms and practices, as well as taxation related to import-export and transitional operations;
- Special knowledge and skills related to international transport's organization and freight forwarding activity;
- Fundamental knowledge connected to insurance in the field of international transport;
- Managerial skills in regards to the quality of the imported or exported goods and delivery control;

Students can also enrich their basic preparation themselves by having the opportunity to take elective courses in the following thematical areas:

- Contemporary practices in business logistics, merchandising and distributional logistics;
- Sustainable economic growth and green logistics (waste and recycling logistics);

- Logistics in the fields of construction, capital projects and public procurement;
  - Tendencies and practices in the contemporary digital logistics;
  - Management and logistics of retail trade and post-sale clients' service;
  - Logistics of national and international tourism;
  - Financial aspects of logistics activities;
  - Entrepreneurship and innovations in logistics;
  - Policies and practices in human resources' management in logistics activities;
  - Informational systems in international transport;
3. They acquire the ability to integrally apply their knowledge;
  4. They prepare managerial business programmes related to logistics activity;
  5. They carry out a full financial and economic analysis of projects that include logistics activity;
  6. They process, systematize, analyze and present the leading tendencies in economic and logistics practice;
  7. They take strategic and tactical managerial decisions commensurated to current market conditions.

Graduates from this master's degree shall be able to work as: 1324 3001 Logistics manager; 1324 3003 Storage facilities manager; 1324 3004 Transport manager; 1324 3021 Transport department manager; 1324 5024 Storage facilities department manager; 1324 5025 Transport group manager; 1324 5026 Transport director; 1324 6029 Deliveries' department manager; 1324 6030 Distribution department manager; 1324 6031 Storage department manager; 1219 5004 Manager of a company's infrastructure and logistics; 1420 3001 Wholesale manager; 1420 3003 Retail trade manager; 2421 6005 Logistics expert; 2421 6016 Logistics specialist; 3331 3001 Freight forwarding specialist; 3331 3002 Cargo provision agent; 3331 3003 Cargo cleanliness agent; 3331 3006 Freight forwarding officer ; 3331 3007 Cargo import/export organiser; 3331 3008 Cargo claim organiser; 3331 3009 Customs storage organiser; 3331 3010 Customs broker; 3331 3011 Customs brokers officer; 3331 3012 Customs processing officer.

The qualification characteristics of the "Logistics" major for the education and qualification degree "Master's", with a professional qualification of a "Logistics Master" is an essential document that determines the curriculum and syllabus design and development. It is consistent with the Higher Education Act of Republic of Bulgaria, with the Ordinance on the State Requirements for Awarding Educational and Qualification Degrees of Master, Bachelor and Specialist, and with the Internal Regulations of the South-West University "Neofit Rilski".

## CURRICULUM'S STRUCTURE

FIELD OF HIGHER EDUCATION: 3. SOCIAL, ECONOMIC AND LAW SCIENCES

PROFESSIONAL FIELD: 3.8. ECONOMICS

MAJOR: LOGISTICS

EDUCATIONAL AND QUALIFICATIONAL DEGREE: MASTER'S

PROFESSIONAL QUALIFICATION: LOGISTICS MASTER

FORM OF EDUCATION: FULL-TIME AND PART-TIME

| <b>First year</b>   |  |  |  |
|---|--|--|--|
| <b>First semester</b>   | ECTS credits                           | <b>Second semester</b>   | ECTS credits   |
| 1. Economics<br>2. Finance<br>3. Accounting fundamentals<br>4. Law fundamentals<br>5. Elective course I group   | 6.0<br>6.0<br>6.0<br>6.0<br>6.0        | 1. Human resources management<br>2. Business planning and control<br>3. Marketing fundamentals<br>4. Management fundamentals<br>5. Elective course II group  | 6.0<br>6.0<br>6.0<br>6.0<br>6.0  |
| <b>Elective courses (students choose one course from the group)</b>   |  | <b>Elective courses (students choose one course from the group)</b>  |  |
| <b>Elective courses I group</b><br>1. Statistics<br>2. Insurance fundamentals   | 6.0<br>6.0                             | <b>Elective courses II group</b><br>1. Social policy<br>2. Business ethics   | 6.0<br>6.0   |
|   | Total 30                               |  | Total 30   |
| <b>Second year</b>  |  |  |  |
| <b>First semester</b>   | ECTS credits                           | <b>Second semester</b>   | ECTS credits   |
| 1. Fundamentals and evolution of logistics<br>2. Supply chain management<br>3. Customs, tax and border control<br>4. Management of storage facilities and stock<br>5. Insurance activity in the international transport<br>6. Elective course III group                   | 3.0<br>3.0<br>7.5<br>7.5<br>4.5<br>4.5 | 1. Transport organization and freight forwarding activity<br>2. Management of quality control of imported and exported goods and delivery control<br>3. International business<br>4. Elective course IV group<br>5. Elective course V group<br><br>State Exam or Master's Thesis Defence   | 3.0<br>3.0<br>3.0<br>3.0<br>3.0<br><br>15.0                            |
| <b>Elective courses (students choose one course from the group)</b>   |  | <b>Elective courses (students choose one course from each group)</b>   |  |
| <b>Elective courses III group</b><br>1. Business logistics<br>2. Merchandising<br>3. Distributional logistics<br>4. Green logistics (waste and recycling logistics)<br>5. Construction and capital project's logistics<br>6. Public procurement and deliveries' logistics | 4.5<br>4.5<br>4.5<br>4.5<br>4.5<br>4.5 | <b>Elective courses II group</b><br>1. Digital logistics<br>2. Retail trade logistics<br>3. National and international tourism's logistics<br>4. Post-sale service logistics<br>5. Financial aspects of logistics activity<br><br><b>Elective courses III group</b><br>1. Entrepreneurship and innovations in logistics<br>2. Packaging, marking and tracking of goods and deliveries<br>3. Sales' management and client relations<br>4. Human resources' management in the logistics field<br>5. Informational systems of international transport | 3.0<br>3.0<br>3.0<br>3.0<br>3.0<br><br>3.0<br>3.0<br>3.0<br>3.0<br>3.0 |
|   | Total 30                               |  | Total 30   |

**TOTAL NUMBER FOR 2 YEARS OF EDUCATION:120 CREDITS**

## DESCRIPTION OF SUBJECTS

**Major:** Logistics

**EQD:** Master

### ECONOMICS

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**Methodical division:**

Department of Economics

Faculty of Economics

**Annotation:**

The course analyzes various aspects of the behavior of economic systems in general, and individual subjects and objects in them on occasion, and depending on the complex and interrelated system on the market in all its originality, complexity and multilayerity. The course aims: to develop in master-students the necessary knowledge on the fundamentals of market economy as a whole and a sense of all the complex internal relationships of subjects and objects in it, to 'economize' their way of thinking as future professionals, public persons and/ or Managers in the economic field, to get acquainted them with the latest level of knowledge and discussion on some issues of theoretical and practical, in a volume, which could be absorbed by them according to the educational level at which they are, allowing them to accumulate 'bridging' knowledge based on the amount of data and facts encountered in their real lives. It should provide them general methodical approach to understanding the complex interconnections and interdependencies of economic theory, because students do not have so far the required common theoretical preparation.

**Course content:**

Introduction to the theoretical economics - subject, scope and objectives. Role and place of the market - market mechanism, demand, supply, market equilibrium, elasticity. Main macroeconomic problems - economic activity as aggregates of conduct. Economic objectives. Tools of the macroeconomic politics. Structuring the market-economic environment - operators and objects. Measures of macroeconomic activity - gross national product. Alternative methods of measurement. Circulation of income and expenses. Concept of good in the economy; Theory narrowness of wealth - wealth types. Sufficiency of economic decisions. Ways and forms to generate solutions and their implementation - theoretical aspects. Factor theory - factors of production. Division of labor in modern conditions and its impact on the behavior of market participants. Economic policy - nature and objectives of economic policy - macro and micro level. Economic prosperity nominal and real gross national product. Opportunities decomposition, rates of exclusion and monetary valuation of time. Consumption, investment and other components of aggregate demand. Classical and Keynesian theories. Say's Law. Marginal propensity to consume and save. Determinants. Modern theories of the consumption function. Investment, government purchases and net exports. International trade relations. Protectionism against free trade. Theories of absolute and comparative advantage. Theorem of Heckscher-Ohlin. Leontief paradox. Customs duties and customs policy. Non-tariff barriers - import and export quotas, government subsidies, dumping, preferential trade agreements.

**Technology for training and assessment:**

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

### FINANCES

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide students with basic knowledge in the field of financing of different by legal registration companies, the issues of their financial and tax policies, structure and management of the capital and the assets of the company and the effectiveness of investment decisions. The material is selected in accordance

**Number of classes per week:** 21 + 2s

**Type of exam:** written

**Number of classes per week:** 31 + 1s

**Type of exam:** written

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 topics. Developed are rich text material, case studies and practical tasks, which allow students to consolidate their theoretical knowledge and seek its application in practice.

**Course content:**

Money. Public (fiscal) finances. Money and Finance. Origin, evolution and nature of money. General government budget. State budget. Functional and composite structure of the budget. Budget cycle. Fiscal decentralization. Local government. Main functions of local authorities. Administrative and financial autonomy of municipalities. Tax system and policy. Direct property taxes. Direct income taxes. Indirect taxes. Excise duties. Duties and customs policy. Value added tax. Non-tax revenues in the state budget. Social Security. Budget deficit and its financing. Tax and financial control. International public finance.

**Technology for training and assessment:**

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

## FUNDAMENTALS OF LAW

**ECTS credits:** 6

**Number of classes per week:** 3l + 1s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course Fundamentals of Law aim the students to obtain the necessary and obligatory amount of knowledge in the field of legal theory, knowledge on the principles of the public and the private law, personal handling of the terminology of the law, and the development of individual practical skills and habits in the interpretation of law regulations and dealing with them. The curriculum is aligned with similar basic requirements of the European and the national universities for students studying subjects that present the knowledge on law as a prerequisite for their successful training and future practical work.

**Course content:**

Development of the State and the Law. Concept of Law. Sources. Rule. Regulations. Legal facts. Legal relationships. Law subjects. Personality. Representation. Liability. Constitution of the Republic of Bulgaria. Legislative and executive power. Judicial and local government. Civil Law. Marriage. Contract. Criminal law.

**Technology for training and assessment:**

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

## FUNDAMENTALS OF ACCOUNTANCY

**ECTS credits:** 6

**Number of classes per week:** 2l + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide students with detailed knowledge of the theoretical foundations and methodological approaches concerning the recording, processing and preparation of accounting information from the business and its financial statement presentation. In this regard, the main emphasis is on the need for greater knowledge and understanding of the internal logic, structure and content of the various elements of the financial statements, the comprehensive introduction to the mechanisms of the effects of business transactions on the accounting elements that would allow for future economists, analysts and managers to use in their professional activities; structured reporting information whose origin may be scrutinized and evaluated independently for accuracy. The presented material, the illustrative examples, the provided case studies and the practical assignments aim to

reinforce the knowledge acquired during the course by stimulating the need for further expansion on their (students') own and development through actual implementation in practice.

**Course content:**

Introduction to Accounting. Accounting principles and documentation. Assets. Sources (equity and liabilities). Business transaction. Incomes and expenses. Reflecting the effects of the transaction on the balance sheet and PLR (Profit Loss Report). Cash. Accounts. Chart and checking the correctness of entries in the accounts. Accounting article. Accounting for depreciable assets. Depreciation of depreciable assets. Accounting for inventories. Consideration of costs and revenues and the determination of financial results. Inventory of the property, receivables and payables. Forms of accounting.

**Technology for training and assessment:**

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

## STATISTICS

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 1

**Methodical division:**

Department of Economics

Faculty of Economics

**Annotation:**

In the seminars a complex example is displayed. It covers different thematic units decomposed into tasks and subtasks. Special attention is paid to how to obtain statistical characteristics using a PC and PPSP and focus on the interpretation of these features. The course explains the statistical study as an informational process and its' responsible role for provision of information in the management.

**Course content:**

Statistics - scientific knowledge and practice. Statistical study; basic terminology and symbolism of the statistical approach, statistical monitoring, statistical group and statistical tables and statistical series, statistical graphics, statistical analysis, statistical values, averages, statistical dispersion, Empirical statistical distributions; theoretical distributions, statistical inference, representative /sample/ study. Statistical study of addictions, Statistical study of development. Indexes.

**Technology for training and assessment:**

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

## FUNDAMENTALS OF INSURANCE

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The objective is the future economists to get acquainted with the content and the importance of the insurance relationships as a specific type of economic relations; with the activity through which these relationships take place and the impact of the state on their strengthening and development. By the overviewing of the kinds of insurances, the prospective financiers and accountants will become oriented and familiarized with the basic problems of insurances, focusing on their essential, unchanging features in time. That will be necessary regardless of which side of the insurance contract will the graduates work on - as experts in insurance company or as experts of its clients.

**Course content:**

Nature, functions and importance of insurance. Types of insurance in Bulgaria, according to the Insurance Act. Personal and property insurance. Life insurance. Characteristics of the main types of life insurance. Insurances. Reversal and conversion of insurance. Insurance 'Accident insurance' and 'medical expenses'. Characteristics of

the main types of insurance 'Accident insurance' and 'medical expenses.' Insurance of buildings and property. Insurance 'Fire and natural disasters' and insurance 'Property Damage'. Objects and subjects of insurance. Risks - covered and uncovered. Liability of the insurer. Insurance rates and premiums. Liquidation of damages. Agricultural Insurance. Characterization of insurance of crops and perennials and insurance pet birds and beehives. 'Casco' insurance of motor vehicles, vessels and aircraft. Key features of insurance. Insurance of goods in transit in international trade ('Cargo' insurance). Risks objects and subjects of insurance. Liability Insurance. Compulsory insurance 'liability' - the drivers and owners of vehicles, passengers in public transport vehicles, the owners of aircraft and vessels, 'Green Card.' Main characteristics. Insurance professional responsibilities - 'Liability of the insurer,' 'Liability of the carrier', 'Responsibility for product quality', 'Liability for pollution' and 'Responsibility for the quality of tourist services.' Main characteristics. Insurance of bank risks. Insurance: 'bank credit', 'expert credit', 'commodity credit'. Main characteristics. Insurance of financial risks and leasing. Risks - covered and uncovered. Object and subject of insurance. Responsibilities of the insurer. Insurance rates and premiums. Liquidation of damages. Income and expenses of insurance companies. Classification of income and expenses. Reserves and tax insurance companies. Sales and marketing strategies in insurance.

**Technology for training and assessment:**

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

## MANAGEMENT OF HUMAN RESOURCES

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Technology for training and assessment:**

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

## BUSINESS PLANNING AND CONTROL

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics  
Faculty of Economics

**Annotation:**

The training program includes several topics dealing with basic methodological and methodical problems in prospective studies - questions of theory and practice of forecasting, programming and design approaches, methods and indicators for planning. To reveal the nature and content of the corporate planning process that brings the principles of corporate planning and performance of various plans, including business plans. Consistent approaches are considered, performance and technology in planning various activities. Special attention is given to management consulting in planning. Emphasis on methods of analysis and the characteristics of the individual company strategies and functional sections of comprehensive company plan - innovation and investment, production program, infrastructure, human and financial resources. In each of the topics the issues affecting the organization, regulation and control are discussed. Multidimensional effects is justified by the application of the controlling concept. The aim of the course is to equip students with knowledge and skills in the taught material and to raise their clear vision and conviction that business planning and control as key management functions require the possession of modern culture and planned capacity for reasoned definition of business goals, objectives, effective strategies and tactical tools.

**Course content:**

Theoretical foundations and methodological approaches tools for future developments. Pre-plan developments and methods of their preparation. Macroeconomic forecasts, balance sheets, plans and programs. Nature, characteristics and products of the company planning process. Strategic Planning - prerequisites, scope, tasks and technology. Corporate strategies and strategic programs. Marketing, innovation and investment planning. Production Program and productive capacity. Infrastructure planning activities. Planning costs for labor and finance. Current and operational planning. Monitoring and Controlling.

**Technology for training and assessment:**

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

## FUNDAMENTALS OF MARKETING

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course is designed to meet the needs of the students of knowledge on the economic methods of management in a market economy conditions. In the training process sufficient information will be received on methods and approaches how to solve properly the problems of production and marketing of the company products, how to adapt quickly to the needs and market changes, why to differentiate for potential customers and others. The course is consistent with the current workload, it allows to learn the nature, role, means and marketing opportunities.

**Course content:**

Nature, characteristics and structure of marketing activities. Occurrence, role and concepts of marketing. Marketing environment. Methodological and information support and application of marketing research. Marketing programs. Market research and consumer needs. Organization and management of marketing activities. Marketing strategies. Market segmentation and positioning of the products. Marketing services. Goods as a marketing tool. Distribution as a marketing tool. Prices as a marketing tool. Penetration catalogue as a marketing tool. Planning and control of marketing activities.

**Technology for training and assessment:**

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

## FUNDAMENTALS OF MANAGEMENT

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s



**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Emphasis is placed on theory, combined with its practical-applicable character and the difference between the experience of the world's leading companies and our management practice. The course corresponds most closely with private management sciences such as Personal Management, Production Management, Innovation Management etc., as well as with the disciplines: Marketing, Macro- and Microeconomics.

**Course content:**

Nature of management. Historical Review. Major schools and trends. Comparative analysis between American, Western European and Japanese schools of management. Strategic management. Nature and types of strategies. External environment - nature, indicators. Algorithm and development of strategy. Strategy, goals and mission of the company. Company culture. Strategic Planning - nature, steps, algorithm. Methods for strategic analysis. Matrix of the Boston consulting group, matrix of General Electric. Diversification and competitive strategy, building governance structures. Types of DS. Recommendations for their construction. Mechanism and making management decisions. Expert evaluations. Group decision making. Personnel Policy of the firm. Nature and forms. Motivation, incentives and needs. Maslow's Pyramid. Labor disputes. Nature of leadership. Management styles. Leadership and power. Characteristics of the manager.

**Technology for training and assessment:**

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

## SOCIAL POLICY

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodical division:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide systematic knowledge about the basic issues of social policy and social insurance. The aim is to clarify the basic issues related to the nature of social policy approaches and methods for its implementation, as well as related theoretical discussions. Significant emphasis is placed on: the problems of human rights, the role of government and business in social policy, standard of living, income policy, employment, social policy work, social policy on health, education and lifestyle, social policy for people with deviated behavior, social policy in the risk groups, etc. Social policy of municipalities. Pension, health and other types of insurance. In interpreting these problems, into account are taken the impact of the transition and the requirements of national, international, and especially the European law.

**Course content:**

Subject and method of the science of Social Policy. Demographic processes and population policy. Human rights and social policy. Lifestyle. The State and Social Policy. Social policy in transition. Social issues of economic destabilization. Corporate social responsibility. Conflicts in the social policy.

**Technology of training and assessment:**

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

## BUSINESS ETHICS

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The aim of the course is to get acquainted the students with the contemporary issues of communication and ethics in relationships, with their social and situational determinants, as well as to contribute to the practical implementation of ethical standards and achieve higher culture of communication. In the study of the discipline, students will get acquainted with the latest research and theoretical searches of the world-known specialists in business ethics. The goal is the acquired knowledge to cultivate abilities for analytical and critical perception of conflicts in business as ethical dilemmas and for students to develop skills for moral reasoning in choosing a morally acceptable behavior.

**Course content:**

The ethics as a science. Nature. Purpose and tasks. Basic ethical categories. The nature of morality. The ethics of the 20-th century. Major issues and trends of contemporary ethics. Moral challenges of modern times. Organizational management and ethics. Ethics in managing the human factor and interpersonal relationships within the organization. Ethics in management of labor and environment of the company. Applied Ethics. Cultural and theoretical prerequisites for the formulation of business ethics. The nature and structure of business ethics. Ethics and business. Ethical standards and moral responsibility in business. Ethical principles in business. Application of ethical principles to managerial practice. Morality in a Market Economy. Moral of the Bulgarian entrepreneur. Moral aspects of the company. Competition and relationship with customers. Ethical behavior in business organization. Moral conflicts in business and their resolution. Ethical issues of integrity and autonomy of the company. Management of company policy and morality. Ethical codes in the professions and business. Code of Ethics and its role in the management of the company. Culture of communication. Ethics of advertising.

**Technology for training and assessment:**

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

## FUNDAMENTALS AND EVOLUTION OF LOGISTICS

**ECTS credits:** 3

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

In a broad sense, "Logistics" is the science of managing material flows and co-related with them information, finance and services in a particular micro-macroeconomic system to achieve its goals with optimal use of resources. In a narrow sense, it is a tool (techniques) for integrated management of material and related to them informational and financial flows, as well as related services helping to achieve the goals of the organization with optimal cost of resources. There are several dozen definitions for logistics as an economic activity. The most general interpretation understands logistics as the management of all types of tangible and intangible (informational, financial, energy, etc.) flows existing in economic systems. The management of each object requires a decision to be made first, and then to realize it. Since decisions are made on the basis of knowledge, and implementation involves action, we can consider logistics on the one hand as a science, and on the other - as an economic activity.

**Course content:**

Significance and function of logistics. Logistics network. Interaction between modes of transport. Motor vehicles. Railway vehicles. Sea, river and air transport. Intermodal transport. Freight and transport flows. Productivity, throughput and transport capacity in transport handling systems. Basic principles for the development of transport technologies and systems.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## SUPPLY CHAIN MANAGEMENT

**ECTS credits:** 3

**Academic hours per week:** 21 + 0s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 3

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

Supply chain management is closely linked to business strategies. The scale of development of supply chain management is such that experts are already talking about the shift of competition between companies in the field of supply chain competition. Effective supply chain management is one of the decisive factors for maintaining and increasing income and competitiveness in current and future markets. Supply chain management requires a high degree of coordination to ensure the smooth flow of goods, information and other resources from the starting point of raw materials to the end user. Therefore, it is necessary for the students to acquire knowledge and skills related to supply chain management. The aim of the course is for students to acquire knowledge about: the nature of the supply chain, the role, necessity and effectiveness of supply chain management; the forms of supply chain management; the uncertainty, configuration and integration of the supply chain; supply chain planning and design; supply chain challenges.

**Course content:**

Nature, significance and efficiency of supply chain management. The concept of supply chain management. Uncertainty of the supply chain. Supply chain forms and management. Supply chain configuration. Integration of processes in the supply chain. Supply chain integration. Fundamentals of supply chain planning and design. Strategic, tactical and operational supply chain planning. Planning of supply chain capacity usage. Location of the elements of the supply chain infrastructure. Adjustment of material flows. Indicators for the functioning of the supply chain. Innovations in supply chain management. Challenges for supply chains.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## CUSTOMS, TAX AND BORDER CONTROL

**ECTS credits:** 7.5

**Academic hours per week:** 31 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 3

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

The course acquaints students with the basic procedures of customs and tax treatment of import-export-transit operations. The program includes the study of control procedures in the framework of preliminary, current and subsequent customs controls in order to implement tariff and non-tariff measures of the European Community's trade policy. The course includes consideration of the customs formalities, declaring with a single administrative document, the determination of the customs value and the due customs duties - their taking into account and securing. Control procedures regarding value added tax on import operations, as well as value added tax on Intra-Community acquisitions and trilateral operations are also included. An independent review of the activities and responsibilities of the border control authorities is included. The course is divided into three parts. The first part teaches the main categories, concepts, forms and methods of customs control, as well as the specifics of the procedures and actions of the customs control authorities in the individual customs areas. The normative bases of the customs control and the administration of import-export-transit operations in the customs territory of the European Union are considered. The second part of the course introduces students to the organization and forms of fiscal treatment of import-export-transit operations. The following is included: the administration of customs duties, value added tax and excise duty on import operations and Intra-Community acquisitions. The third part of the course acquaints students with the functioning of border control authorities and the responsibilities of the customs administration in the implementation of non-tariff measures of Community trade policy. The students also get acquainted with the procedures for engaging the administrative penal responsibility for violation of the customs legislation.

**Course content:**

Customs administration and customs control. Customs legislation and Community Customs Tariff. Parties in the control legal relations and acts of the customs administration. Entry summarized declaration and exit summarized declaration. Customs control of imported goods until receipt of a customs destination. Declaring the

goods with a single administrative document and granting a customs regime. Customs value. Control and administrative procedures under customs procedures of import, export and transit. Control and administrative procedures under customs procedures, processing under customs control and customs warehousing. Control and administrative procedures under customs regimes. Temporary import, active and passive processing. Operations under cover of TIR and ATA carnets. Customs duties - establishment, accounting, securing, import. Value added tax and excise duty on imports. Value added tax and excise duty on Intra-Community acquisitions and trilateral transactions. Non-tariff measures of the European Community 's trade policy. Border control and organization of the activity of the border checkpoints. Checks on goods, passengers and vehicles. Violations of the customs legislation and engagement of the administrative penal responsibility of the guilty persons.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, and the results achieved on the set tasks and tests being of great importance.

## WAREHOUSE AND STOCK MANAGEMENT

**ECTS credits:** 7.5

**Form of assessment:** current control and exam

**Semester:** 3

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

Warehouses or distribution centers play a key role in an organization's logistics strategies. It is usually the point at which an organization succeeds or fails in sales. Where advanced management and technology are widely used in manufacturing, marketing and finance, warehousing and distribution, for many companies it is the ultimate limit of real significant improvement. By having proper design, planning and well-organized management, each warehouse can offer a higher level of service with fewer stocks of goods and lower costs. This will not only improve productivity and increase competition between companies and organizations by gaining market share by offering a better level of service. Warehousing and transport-warehousing systems in logistics also play a role in this process. The development of production activities and services requires the creation and introduction of new systems. This is caused by the fact that in the previous stages of the organization of production transport and storage activities were combined. With the introduction of logistics as a new efficient organizational system, these activities are divided into separate services, which are coordinated by logistics in order to create new values.

**Course content:**

Significance and functions of warehouses. Types of warehouses. Basic concepts. Basic parameters of loading and unloading and storage processes and technologies. Technical and technological indicators of transport-handling and warehousing processes and technologies. Warehouses and stocks. Loading and unloading and storage machines of bridge type. Loading and unloading and storage machines of jib types. Forklifts and loaders. Loading and unloading and storage machines with continuous operation. Load-gripping devices. Filling and emptying containers. Warehouses for single loads. Warehouses - shelving and bulk cargo. High rack warehouses. Ramps and transitional facilities.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## INSURANCE ACTIVITY IN INTERNATIONAL TRANSPORT

**ECTS credits:** 4.5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

**Academic hours per week:** 21 + 1s

**Type of exam:** written

The aim of the course is for students to get acquainted with insurance relations as a specific type of financial relations related to risk management activities, as well as with the specific organization and product differentiation through which they are carried out. Structurally, the course can be divided into two modules. The first which is nature and organization of insurance activity aims to form a lasting knowledge about the need and basic characteristics of the organization of insurance protection. In the context of clarifying the risk exposure covered by insurers, the nature of the risk and its management is presented both as opportunities for its insurance and in terms of the applied forms of practical organization of insurance protection. In this first module, introducing the fundamental formulations of the insurance relations, a special place is given for the insurance mediation. This is a necessity arising not only due to the wide scale of practical application of this mediation, but also from the fact that as beneficiaries of insurance protection in their future professional activity the students will come into direct contact with insurance brokers and agents, which requires knowledge of their organization, competencies and opportunities for mediation between the insured and the insurer. The examination of the mechanism of liquidation of damages aims to present the specifics of the sequence of the causal process from actions since the moment of identification of the occurred damage to its compensation. The second module includes the acquaintance of the trained students with the specific variety of insurance products directly related to the implementation of international transport. In order to increase the practical emphasis of the acquired knowledge, all considered insurance products are refracted through the structural prism of the following division: nature, risks covered and excluded; rights and obligations of the parties; insurance compensation. This enables the trainees not only to know the specifics of the individual products due to their insurance orientation, but also forms competencies for making a clear distinction between them based on their risk orientation and practical organization.

**Course content:**

Origin and genesis of insurance relations. Stages of insurance development marking the formation and establishment of modern full-fledged insurance relations. Nature and fundamental characteristics of insurance relations. Risk and uncertainty. Insurance and risk equalization. Types of insurance risk. Forms of organization of insurance protection according to the degree of its intensity. Nature, types and participation of the insured in covering the damages. Elimination of damages. Nature, main characteristics and stages of implementation. Operational intermediaries in the implementation of the insurance activity - insurance broker and agent. Necessity, status and functional differences. Land vehicle insurance - car insurance. Nature, risks covered and excluded. Rights and obligations of the parties. Insurance compensation. Insurance of rail vehicles, insurance of aircrafts. Boat insurance. Nature, risks covered and excluded. Rights and obligations of the parties. Insurance compensation. Cargo insurance during transportation in international transactions ("CARGO" insurance). Nature, risks covered and excluded. Rights and obligations of the parties. Insurance compensation. Container insurance. Nature, risks covered and excluded. Rights and obligations of the parties. Insurance compensation. Car third party liability insurance. Nature, risks covered and excluded. Rights and obligations of the parties. Insurance compensation. Carrier's Liability Insurance. Nature, risks covered and excluded. Rights and obligations of the parties. Insurance compensation. General liability insurance. Civil liability insurance related to the possession and use of aircraft and vessels. Nature, risks covered and excluded. Rights and obligations of the parties. Insurance compensation. Export credit insurance. Nature, risks covered and excluded. Rights and obligations of the parties. Insurance compensation. Travel Assistance Insurance. Nature, risks covered and excluded. Rights and obligations of the parties. Insurance compensation. Accident insurance. Nature, risks covered and excluded. Types of Accident Insurance. Sums insured and insurance premiums. Payment of benefits.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

**BUSINESS LOGISTICS**

**ECTS credits:** 4.5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

The curriculum aims to further expand and deepen the subject matter and knowledge offered to students in the fundamental course on the basics of marketing. It is one of the main essential elements of the position of sales

**Academic hours per week:** 2l + 1s

**Type of exam:** written

marketing, with highly-applicable value, as it covers the organization and management of marketing of the company's products, developing the necessary skills for integrated management of material activities and related flows. The aim of this course is: to prepare qualified specialists in logistics; to develop theoretical knowledge and practical skills of the students in the field of theory and practice of logistics management, methods, tools for the formation of international logistics systems, the transport provision of the business and the tendencies for its development. The aim of the course is for students to acquire knowledge about: planning and methods of logistics management; analytical methods used in logistics; functional types of logistics; the most important tasks and problems, covering all aspects of each type of logistics, as well as possible solutions to these problems; strategic directions for the development of logistics systems.

**Course content:**

The essence of the concept of "logistics". Conditions for use and development of logistics. Goals and objectives of logistics management. Principles of logistics management. Concept and classification of logistics systems. The evolution of logistics development. Concepts for logistics at different stages of its development. Functional "environment" of the logistics system. Macro and micro logistics. The concept of the logistics chain. Factors in the development of logistics. Influence on the development of the logistic theory of systems and compromises; scientific and technical progress; deliveries of goods outside the country. Levels of logistics development. Characteristics of each of the four levels of logistics development in companies. The concept, the principles of logistics. Principles of material flow management: systematic; complexity; constructiveness; reliability; variability. Historical aspect of the development of material flow distribution systems: pre-logistics period; classic logistics; period of neologistics. Criteria for the formation of an optimal system for controlling the movement of material flow in different periods of time. Logistics as an objective need for economic compromises. A method for balancing the costs, revenues and profits of companies. Areas of influence of economic compromises: strategic, organizational and operational level of decisions in the field of distribution of goods. Logistics as a factor in improving the company's competitiveness. A system for promotion of material flows in traditionally organized and logistic systems. Percentage of return on invested capital. The dependence of the profits of the companies on the level of the logistics services. Logistics functions. Organizational structures of logistics systems. General characteristics of the methods of logistics tasks. Modeling in logistics. Expert systems in logistics. Definition and basic principles of the systematic approach. Typical functional areas of logistics. The essence of public procurement logistics. The concept of industrial logistics. Traditional and logistical concepts for the organization of production. Efficiency of the application of the logistic approach to the management of material flows in production. The concept of distribution logistics. The tasks of distribution logistics. Logistics channels and logistics chains. Development of the infrastructure of the commodity markets. Nature and goals of transport logistics. Choosing the type of vehicles. Information systems in logistics, types of information systems. Principles of building information systems in logistics. Information technologies in logistics. The concept of inventories, the need to create inventories, types of inventories. General characteristics of inventory management systems. The relationship between inventory management and other logistics functions.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## MERCHANDISING

**ECTS credits:** 4.5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

The aim of the course is the study of merchandising by students as a technology of effective sales, given the historical development of the concept of managing the process of product presentation and sales, definition, goals and objectives of merchandising, its functions and principles, features of the manufacturer and the seller, the specific behavior of the buyers in the commercial space and the factors that influence it, the methodology of the organization of the commercial space. The aim of the course is for students to acquire knowledge about: trends, concepts, patterns of merchandising processes; the characteristics of the effective models of merchandising, activities that contribute to its improvement.

**Course content:**

**Academic hours per week:** 21 + 1s

**Type of exam:** written

Emergence of merchandising: history and modern development. Merchandising: definition, goals and objectives. Principles, functions and means of merchandising. Merchandising in the sales management system. Consumer behavior as a component of merchandising technology. The behavior of the buyer in the trading hall. Characteristics of the types of buyers. The psychological components of the personality in the formation of the principles of merchandising. Management of consumer behavior based on perceptions and sensations. The concept of perception. The correct positioning of the product in the trading hall. Perception and action. Sensory merchandising. Purchase decision making process and approaches. Information provision and comparative analysis. Cultural and social factors determining consumer behavior. Personal and psychological factors determining consumer behavior. Orders. Merchandising approach to presenting goods in the store. Merchandising tools used in the demonstration of goods. Design of goods and points of sale. Point of sale advertising. The image of the store. Internal planning and layout of the store. Segmentation of the area of the trade hall. Optimization of the movement of buyers in the trade hall. Distribution of commercial area: distribution of the main areas, placement of commercial equipment. Merchandising of food and non-food products. Features of the exhibition of goods in retail outlets in different formats and for different target groups. Ways to highlight certain types of goods through exposure and advertising. Accents and means to draw attention to the product, lighting and commercial equipment capabilities. The method of research "before and after", the main stages, the method of processing the results (the share of impulsively purchased goods, the impulsive factor of the brand, the strength of the impulse). The distribution of goods in groups is adequate to the behavior of the buyer when introducing the ABC method. The concept of "cross trade". Distribution of goods in groups A, B and C according to marketing characteristics. The main characteristics and the role of product groups in the commercial process of the store.

#### **Training and assessment technology**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

### **DISTRIBUTION LOGISTICS**

**ECTS credits:** 4.5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to prepare students for their practical implementation in the field of distribution of products and services. The main issues such as modern dimensions of distribution, nature and main tasks of distribution logistics, theory and practice of distribution channels, intermediaries in sales channels, distribution and logistics solutions at levels of the sales channel, distribution plans, organization of distribution logistics, cost analysis for distribution logistics and reverse logistics are considered.

**Course content:**

Contemporary dimensions of distribution. Nature and main tasks of distribution logistics. Theory and practice of distribution channels. Intermediaries in the channels for realization. Distribution and logistics solutions by levels of the sales channel. Distribution plans. Organization of distribution logistics. Distribution logistics cost analysis. Reverse logistics.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

### **GREEN LOGISTICS (WASTE AND RECYCLING LOGISTICS)**

**ECTS credits:** 4.5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodical management:**

Department of Economics

Faculty of Economics

**Academic hours per week:** 21 + 1s

**Type of exam:** written

**Annotation:**

Green logistics is the process of minimizing the damage to the environment resulting from the logistics operations of an organization. Logistics includes transport and resource intensive processes such as delivery, inventory management, warehousing, execution and distribution of orders. It is also associated with processes such as reverse logistics and disposal logistics, which relate to reuse, recycling and waste disposal. With regard to it, questions are increasingly important, which organizations are appropriate to answer through a balanced approach to assessing and managing the processes in the chain: person - organization - environment. The aim of the course is for students to acquire knowledge about: planning of the resource management system of the organization, with a view to creating, developing and optimizing the process of minimizing environmental damage due to the ongoing logistics operations; planning the internal processes in the organization; design of job positions; coordination of activities between individual sectors and employees and activities to minimize environmental damage.

**Course content:**

Contemporary dimensions of logistics. Modern management systems and standards in logistics. Creating a model for a green logistics system. Management of sustainable logistics and green logistics. Green logistics and logistics systems. Acquisition of raw materials. Incoming logistics. Transformation. Outgoing logistics. Marketing. Service. Transport. Application of green logistics to supply chains. The paradoxes of green logistics. Theoretical basis of reverse and green logistics. Theoretical framework for company analysis. Company analysis: reverse logistics and green logistics. Green logistics operations. Introduction and adaptation of green steps in the organization. Short-term and long-term strategies for green distribution. Logistics services as a source of competitive advantages.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## LOGISTICS OF CONSTRUCTION AND CAPITAL PROJECTS

**ECTS credits:** 4.5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

There are different definitions of logistics as an economic activity. The most general interpretation understands logistics as the management of all types of tangible and intangible (information, financial, energy, etc.) flows existing in economic systems. Most often, logistics is defined as the process of managing the movement of material flows from the primary source of raw materials to the end user of finished products, which has financial aspects, because the main goal of logistics is to provide quality customer service and minimize overall logistics costs. The financial flow in logistics is a directed movement of financial resources, circulating both within the logistics system and between the logistics system and the external environment, necessary to ensure the efficient movement of a certain material flow. The aim of the course is for students to gain in-depth knowledge in the field of financial flow management related to construction and capital projects of the company, getting acquainted with the basic tools and methods for managing assets and capital of enterprises, the main stages of capital budgeting, and methods for analyzing the effectiveness of capital projects.

**Course content:**

Finance and financial management of the company. Financial flows and financial management of the company's activity. Annual financial reports. Company balance. Assets and liabilities. Revenues and expenses. Income and expense statement. Cash flow statement, statement of equity and applications. Correlation between the elements of the financial statement. Analysis of the company's financial statements. Horizontal analysis. Coefficients of dynamics. Vertical analysis. Analysis of the property structure of the company. Analysis of the capital structure of the company. Coefficient analysis. Analysis of the liquidity, solvency and profitability of the company. Limitations of the analysis of financial statements. Analysis and management of the working capital of the company. Working capital turnover analysis. Methods for managing current assets. Inventory management. The concept of "Just In Time". Receivables management. Cash management of the company. Methods for valuing the company's assets. Valuation of assets upon their acquisition (purchase, construction, gratuitous acquisition). Ongoing valuation of the company's assets. Valuation of inventories when used in production. Capital budgeting. Strategic planning, capital and operational budgeting. Present and future value of

**Academic hours per week:** 2l + 1s

**Type of exam:** written



cash flows. Stages of capital budgeting. Defining cash flows. Analysis of the effectiveness of capital projects. Net worth. Internal rate of return on investment project. Investment recovery period. Analysis of the critical cost - sales volume - profit ratio. Fixed and variable costs. Operating leverage. Critical sales volume. Safety interval. Application of the critical sales volume in the analysis and evaluation of the efficiency of capital projects. Strategic financial planning and strategic control systems. Financial analysis, forecasting and planning in the company. Strategic control systems. Nature and functions of control in the company. Building a system of strategic control. Benchmarking. Problems of strategic control.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## **PUBLIC PROCUREMENT AND DELIVERIES' LOGISTICS**

**ECTS credits:** 4.5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

This course provides students with specialized training of a practical nature. As public procurement is part of the EU's horizontal policies, the Public Procurement Act is in force in Bulgaria, and through it a PPA (Public Procurement Agency) has been established, the aim of which is to ensure the implementation of the national public procurement policy and the effective implementation of the procurement rules of public procurement. The main attention is paid to the basic principles, conditions and order for awarding public procurements for ensuring the effective spending of the budgetary and extra-budgetary funds, as well as to the funds related to the performance of activities of public importance specified in the law. Significant attention is paid to the state policy in the field of public procurement, as well as to its objects, namely certain supplies, services and construction. The lecture course is aimed at studying the theory and practice in the field of public procurement. Significant attention is paid to the institutional framework for public procurement; the process of its implementation; appeal and control, as well as to good European practices.

**Course content:**

Origin, content and features of the term "logistics". International organizations for logistics and development of logistics terminology. Origin, content and development of the logistics concept. Object and subject of logistics as a science and as an economic activity. General rules and basic provisions in public procurement. Subjects and objects of public procurement. Public Procurement Agency. General rules for public procurement. Public procurement procedure. Offer and guarantees. Open and restricted procedure. Determining the contractor of the public procurement. Dynamic delivery systems. Public procurement contract. Appeals and control of public procurement.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## **TRANSPORT ORGANIZATION AND FORWARDING ACTIVITY**

**ECTS credits:** 3

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

Transport is one of the main industries of [the economy](#) and for its functioning are needed specialized [transport infrastructure](#), [vehicles](#) and organization of the overall activity. It is carried out through several main ways, each of which uses specific vehicles, infrastructure and organization. The transportation of a passenger or product may involve a combination of several of these basic methods. The aim is to build the foundation of education in

the field of transport, to train specialists with higher education for the needs of road and rail transport, for the technical operation and maintenance of technical means, for the implementation of combined and intermodal transport, for the introduction of leading methods for organization and management of transport, for solving complex logistics problems, for research and forecasting of transport flows, for building a system of terminals and their equipment, etc. Including basic concepts of transport planning, international transport, modelling and optimization of transport processes, transport flows' theory, management and marketing of transport, interaction between different types of transport.

**Course content:**

Basic principles in the organization of transport. Railway infrastructure. Road infrastructure. Fundamentals of the organization and management of railway transport. Optimization of the plan (scheme) for arranging the cargo units in pallets, containers and vehicles. Package and pallet and container transport-handling systems. Container transport-handling system. Optimal addressing of goods and vehicles. Optimization of the field of application of the different types of unified cargo units. Optimizing the empty mileage of vehicles. Development of a scheme for passenger service with public transport. Influence of road infrastructure on road transport costs. Forwarding and commissioning.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## **QUALITY MANAGEMENT OF IMPORT AND EXPORT GOODS AND DELIVERY CONTROL**

**ECTS credits:** 3

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

The program includes a didactically substantiated system of concepts, categories, laws, principles and concepts for quality management, constituting a complex of knowledge, which in their subject, methods and structure have all the prerogatives of a separate scientific discipline. The logic of the modern development of the economy and the experience in the public practice bring forward several main topics. They are included in the curriculum of the course as eight separate topics. The scientific knowledge about the theoretical and methodological problems of quality management, the criteria and indicators for quality, the qualitative assessment, the control and the management of the quality of the goods for import and export have found a place in them. The aim of the course, which is set with this discipline is the formation of knowledge,

**Course content:**

Nature and importance of the quality of goods for import and export. Nature and importance of supply control. Methodological issues of assessing the quality of goods for import and export. Methodological issues of supply control. Economic aspects of improving the quality of goods for import and export and supply control. Quality management of goods for import and export and supply control. Nature and significance of quality management standards. Basic provisions of the international system of quality management standards.

**Training and assessment technology**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## **INTERNATIONAL BUSINESS**

**ECTS credits:** 3

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

**Academic hours per week:** 21 + 1s

**Type of exam:** written

The course is essential for students due to the extremely important role of foreign trade and other forms of international cooperation for the development of the business of the companies and the Bulgarian economy. This course provides students with specialized training of practical nature. It is built on the knowledge acquired from the training course in the special compulsory disciplines, dealing with the elements of marketing tools. The main attention is paid to the technology of implementation of the different types of foreign economic operations, considering the phases of their preparation, conclusion and implementation. Greater place is given to traditional foreign trade operations based on the principles of the international transaction of purchase and sale: intermediary transactions, re-export operations, compensation transactions, leasing, transactions on organized markets. It is also planned to study the complex - non-traditional or complex foreign economic operations (international production cooperation, etc.), which occupy an increasingly significant place in the international business of companies.

**Contents of the course:**

Terms, conditions and forms of international business development: Foreign Economic Activity of the enterprises in the context of liberalization of international trade, economic integration and harmonization of legislation with the EU. System of forms of the international implementation of sales in international markets, as part of the marketing toolkit. International Sale Transaction (IST). Essence, features, deal technology of International Sale. Preparing ISTs. Documents for trade negotiations (offers, inquiries, orders). Conclusion and implementation of the IST . International contract of sale (ICS). Terms of quantity and quality in the ICS. Risks of default. Condition for the price. Currency terms. Discounts. Price risk. Currency risk. Transport conditions. Franchising. INCOTERMS. Payment method. Schemes, means, forms. Risk of nonpayment or violation of contractual terms. Time of delivery, claims, guarantees, force majeure. Default risk. Intermediary operations - resale, commission, consignment, trade representation (agency). Re-export. Varieties. Switch deals (switch) and Ale - Retour (aller-retour). Deal of processing foreign resources (transaction tolling). International trade compensation. Barter. International leasing. Types of leasing operations. Stock exchange operations. Transactions - spot / cash; forward; futures; optional. Auction. Auction to attract bids. International production cooperation. Joint ventures and consortia. International engineering. Engineering contracts. International leasing agreement. International franchising. Essence, practice, evolution.

**Teaching and assessment**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

**DIGITAL LOGISTICS**

**ECTS credits:** 3

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

Digital logistics reports an overlap of logistics operations and technology strategies. It is powered by a new generation of web-based logistics applications that allow collaboration to optimize the overall logistics process. Digital logistics in the part of the new logistics applications allows integration of the systems for warehouse management transport, human resources management and new models are created for the implementation of logistics operations. The aim of the course is for students to acquire knowledge about The opportunities provided by digital logistics for business development. The role of IT in facilitating the operational activities of companies; - How hybrid negotiated supplier selection (via 4P) adds value to the e-tendering process through a preliminary assessment of the capabilities of potential transport service providers; - Improving communication, partnerships and cooperation through the use of cloud technologies to integrate key processes in the supply chain; - Successful control of the flow of goods along the supply chain and product safety depends on the availability of an effective tracking system. The most commonly used web applications for tracking shipments in the supply chain; - Knowledge of how freight forwarding companies integrate customer relationship management, suppliers and ERPs to optimize the activity in supply chains. partnerships and cooperation through the use of cloud technologies to integrate key processes in the supply chain; - Successful control of the flow of goods along the supply chain and product safety depends on the availability of an effective tracking system. The most commonly used web applications for tracking shipments in the supply chain; - Knowledge of how freight forwarding companies integrate customer relationship management, suppliers and ERPs to optimize the activity in supply chains. partnerships and cooperation through the use of cloud technologies to integrate key processes

**Academic hours per week:** 2l + 1s

**Type of exam:** written

in the supply chain; - Successful control of the flow of goods along the supply chain and product safety depends on the availability of an effective tracking system. The most commonly used web applications for tracking shipments in the supply chain; - Knowledge of how freight forwarding companies integrate customer relationship management, suppliers and ERPs to optimize the activity in supply chains. The most commonly used web applications for tracking shipments in the supply chain; - Knowledge of how freight forwarding companies integrate customer relationship management, suppliers and ERPs to optimize the activity in supply chains. The most commonly used web applications for tracking shipments in the supply chain; - Knowledge of how freight forwarding companies integrate customer relationship management, suppliers and ERPs to optimize the activity in supply chains.

**Course content:**

Introduction to digital logistics and management of the electronic service delivery system. Cooperation and integration of operations in digital logistics: problems and challenges in the implementation of e-logistics activities. Web applications for outsourcing of logistics services. Measuring the impact of digital logistics tools on the delivery process. The online auction or negotiation model as a tool for 4PL (fourth-party logistics) to select a suitable transport service provider. Use of cloud technologies in transport logistics. Web tracking applications in the supply chain. Entrepreneurship in the e-supply chain: Organizational problems of the integration of e-government systems of: customer relations.

**Teaching and assessment**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## RETAIL LOGISTICS

**ECTS credits:** 3

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodical management:**

Department of Economics  
Faculty of Economics

**Annotation:**

Retail logistics is a vital activity for the functioning of commercial enterprises, for the start-up and survival of start-up businesses and the development of entrepreneurial initiatives in all sectors of the economy. The aim of the course is for students to acquire knowledge, skills and competencies in accordance with the requirements of level 7 of the European Qualifications Framework (EQF) and National Qualifications Framework (NQF), as follows: - To know well the main characteristics of retail and sales. - Be aware of and be able to identify and list the actors in the supply / supply chains in the different sub-sectors of trade / retail; - To know and be able to interpret the stages of the processes of planning, organization and control of logistics and in particular transport activities, which is directly related to retail and retail sales; - To know the main types of software packages for management of the warehouse and retail space of retail outlets; - To know the basic principles for measuring, assessing and managing risk in supply chains in tourism enterprises and in relation to the tourism industry as a whole.

**Course content:**

Characteristics of modern retail. Retail logistics - changes and challenges: the tasks of logistics; supply chain management. Supply / supply chain relationships in retail sales: introduction; change of the buyer-seller relationship; the "quick response" approach; the "efficient consumer response" approach; the role of logistics service providers. Internationalization of the supply / supply chain in retail sales: International sources of supply for retail trade; Differences in distribution cultures in international markets; internationalization of logistics practices. Specific features and components of the supply / supply chain in the retail trade of meat and local products. Specific features and components of the supply / supply chain in the retail trade of fish, fishery products, seafood and products based on them. Specific features and components of the supply / supply chain in the retail trade of fruits and vegetables. Specific features and components of the supply / supply chain in the retail trade of fruits and vegetables. Specific features and components of the supply / supply chain in the trade (sales) of items of the fashion industry: clothes, shoes, fashion accessories, jewelry. Corporate social responsibility and ethics of production outsourcing in developing countries. Specific features and components of the supply chain in the retail sub-sector with regard to the waste generated by it. Specific features and components of the supply / supply chain in e-commerce: online sales formats; e-user characteristics; logistical challenges. Planning and organization of logistics and in particular of transport activities that are directly related to retail sales. Control and monitoring of logistics and in particular of transport activity, which is directly related

**Academic hours per week:** 2l + 1s

**Type of exam:** written

to retail sales. Intelligent transport systems and management systems for warehouses and retail stores. Measurement, analysis and risk assessment in the individual components of the supply / supply chains in tourism enterprises and the tourism industry as a whole

#### **Teaching and assessment**

The training of the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## **LOGISTICS OF DOMESTIC AND INTERNATIONAL TOURISM**

**ECTS credits:** 3

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

Logistics and domestic and international tourism is a necessary activity in all transport and logistics companies whose activity is related to the supply chains of tourism enterprises. The aim of the course is for students to acquire knowledge, skills and competencies in accordance with the requirements of level 7 of the European Qualifications Framework (EQF) and National Qualifications Framework (NQF), as follows: - To know well the main characteristics of the tourist offer such as seasonality, consumption at the time of production of the tourist product, impossibility to store the tourist product, etc. - To be aware and to be able to identify and list the participants in the supply / supply chains in the separate sub-sectors of the tourism industry: intermediary activity; hotel activity; restaurant business; activities to ensure the functioning of entertainment establishments, tourist attractions, theme parks and other similar gathering places in terms of tourism; - To know and be able to interpret the stages of the processes of planning, organization and control of logistics and in particular transport activities, which is directly related to tourism enterprises and the tourism industry in general; - To know the basic principles for measuring, assessing and managing risk in supply chains in tourism enterprises and in relation to the tourism industry as a whole.

**Course content:**

Characteristics of the modern tourist industry, the tourist product and the performed economic activities in the domestic and international tourism - Part I (international tourism), Part II (domestic tourism). Specific features and components of the supply / supply chain in the transport sector serving tourism - air, rail, sea, river, (road) bus. Specific features and components of the supply chain in the hotel sub-sector - guest logistics, personnel logistics, consumables, product logistics, waste logistics and recycling. Specific features and components of the supply / supply chain in the sub-sector of the tour operator and travel agency activity - guest logistics, personnel logistics, consumables, waste logistics and recycling. Specific features and components of the supply / supply chain in the sub-sector of restaurant and catering - guest logistics, staff logistics, consumables, food logistics waste logistics and recycling. Specific features and components of the supply chain in the sub-sector of entertainment establishments, tourist attractions, theme parks and other similar tourist gathering places - guest logistics, staff logistics, consumables, food logistics waste logistics and recycling. Planning of the logistics and in particular of the transport activity, which has a direct relation to the tourist enterprises and the tourist industry in general. Organization of the logistics and in particular of the transport activity, which has a direct relation to the tourist enterprises and the tourist industry in general. Control and monitoring of the logistics and in particular of the transport activity, which has a direct relation to the tourist enterprises and the tourist industry in general. Intelligent transport systems in transport and global reservation systems in tourism. The initiatives of the United Nations World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC). Measurement, analysis and risk assessment in the individual components of the supply / supply chains in tourism enterprises and the tourism industry as a whole. Strategies to minimize, avoid, risk transfer and prevention in the individual components of the supply chains in tourism enterprises and the tourism industry as a whole. Planning, organization and control of risk management activities in the individual components of supply / supply chains in tourism enterprises and the tourism industry as a whole. Global good practices for supply chain management in tourism enterprises and the tourism industry in general.

**Teaching and assessment**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

## LOGISTICS OF POST-SALES SERVICE

**ECTS credits:** 3

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

The discipline is fundamental for the training of specialists with educational and qualification degree "Master" in the specialty "Logistics". With its study students gain knowledge and understanding of the principles, requirements and mechanisms of traffic management of material and related information, service and financial flows. Skills are formed for revealing and organizing the practical realization of the potential possibilities for increasing the efficiency of the functioning of the systems applying the logistic approach. This is related to the significant reduction of the time in the cycle from the acquisition of raw materials and semi-finished products to the delivery of finished products to consumers, with the acceleration of the process of obtaining information, improving the level of service. The lecture course includes a detailed examination of the nature, level and evaluation of logistics services, monitors the service throughout the cycle of the handle, emphasizing the current trends in logistics services. Theoretical stands are enriched with a number of practical aspects that allow for a more complete presentation of the essence of logistics services. The program aims at future economists to acquire knowledge and good knowledge of the basic concepts in the field of logistics customer service, which allow for a more complete presentation of the essence of logistics services. The program aims at future economists to acquire knowledge and good knowledge of the basic concepts in the field of logistics customer service, which allow for a more complete presentation of the essence of logistics services. The program aims at future economists to acquire knowledge and good knowledge of the basic concepts in the field of logistics customer service.

**Course content:**

Essence and object on the logistical service. Participants in process on the logistical service. Cycle on service and cycle on order. Marketing aspects on logistics. Analysis on the system for logistically service. Basic principles for formation on system for logistically service. Documentation in the system on logistically service. Customer service standards. Indicators for the quality of logistics services. Elements of the logistics service evaluation system. Assessment of the level of service. Basic concepts related to the quality of logistics services. Quality management of logistics services. Quality control of service. After sales service. After-sales service contracts.

**Teaching and assessment**

The training of the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of outgoing assessment, with the results achieved on the set tasks and tests being of great importance.

## FINANCIAL ASPECTS OF LOGISTICS ACTIVITY

**ECTS credits:** 3

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

The financial flow in logistics is a directed movement of financial resources, circulating both within the logistics system and between the logistics system and the external environment, necessary to ensure the efficient movement of a certain material flow. The aim of the course is for students to gain in-depth knowledge in the field of financial flows and financial management of the company, getting acquainted with the basic tools and methods for managing assets and capital of enterprises and opportunities for their application in modern conditions.

**Course content:**

Finance and financial management of the company. Financial flows and financial management of the company's activity. Yearly financial reports. Company balance. Assets and liabilities. Revenues and expenses. Income and expense statement. Cash flow statement, statement of equity and applications. Correlation between the elements of the financial statement. Analysis of the company's financial statements. Horizontal analysis.

**Academic hours per week:** 2l + 1s

**Type of exam:** written

**Academic hours per week:** 2l + 1s

**Type of exam:** written

Coefficients of dynamics. Vertical analysis. Analysis of the property structure of the company. Analysis of the capital structure of the company. Coefficient analysis. Analysis of the liquidity, solvency and profitability of the company. Limitations of the analysis of financial statements. Analysis and management of the working capital of the company. Working capital turnover analysis. Methods for managing current assets. Inventory management. Receivables management. Cash management of the company. Methods for valuing the company's assets. Valuation of assets upon their acquisition. Ongoing valuation of the company's assets. Valuation of inventories when used in production. Analysis of the critical cost - sales volume - profit ratio. Fixed and variable costs. Operating leverage. Critical sales volume. Application of the critical sales volume in the analysis and evaluation of the effectiveness of alternative investment projects. Safety interval. Advantages and disadvantages of cost-volume-profit analysis. Capital budgeting. Strategic planning, capital and operational budgeting. Present and future value of cash flows. Stages of capital budgeting. Defining cash flows. Net worth. Internal rate of return on investment project. Investment recovery period. Sensitivity analysis and simulation methods. Risk and risk analysis. Sensitivity analysis. Scenario analysis. Monte Carlo and Decision Tree simulation methods. Strategic financial planning and strategic control systems. Financial analysis, forecasting and planning in the company. Strategic control systems. Nature and functions of control in the company. Building a system of strategic control. Benchmarking. Problems of strategic control. Strategic financial planning and strategic control systems. Financial analysis, forecasting and planning in the company. Strategic control systems. Nature and functions of control in the company. Building a system of strategic control. Benchmarking. Problems of strategic control. Strategic financial planning and strategic control systems. Financial analysis, forecasting and planning in the company. Strategic control systems. Nature and functions of control in the company. Building a system of strategic control. Benchmarking. Problems of strategic control.

#### **Teaching and assessment**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, and the results achieved by the set tasks and tests are of great importance.

### **ENTREPRENEURSHIP AND INNOVATIONS IN LOGISTICS**

**ECTS credits:** 3

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

The lecture course examines the theoretical concepts and models of entrepreneurship, its essence, fundamental principles, functions and factors for its development. The motives for entrepreneurship, the characteristics of entrepreneurs and the essence of the category "entrepreneurial spirit" are revealed. In their deep interconnection, innovation and entrepreneurship are considered. Special attention is paid to specific practical issues, such as choosing a business idea and starting your own business, entrepreneurial environment, entrepreneurial decisions and formation of entrepreneurial competencies, as well as specific problems of entrepreneurship and innovation in the field of logistics. The aim of the course is for students to gain in-depth knowledge of: - theoretical and practical problems of entrepreneurship and innovation; - the nature and characteristics of entrepreneurship, the entrepreneurial environment and the necessary economic conditions and institutional prerequisites for its development; - the peculiarities, specific problems and approaches of entrepreneurship and innovation in the field of business logistics;

**Course content:**

Theories of Entrepreneurship: Early Historical Conceptions of Entrepreneurship. Creation and development of the scientific theory of entrepreneurship. Main scientific directions in the study of entrepreneurship. Theoretical formulations for entrepreneurship. Models of entrepreneurship. Features of the classical and innovative models of entrepreneurship. Definition of entrepreneurship. Entrepreneurship in the system of economic relations. Content of entrepreneurial activity. Objects and purpose of entrepreneurship. Principles, types, features and functions of entrepreneurship. Motives for entrepreneurial activity. Entrepreneurial environment and its structure. External entrepreneurial environment. Internal entrepreneurial environment. Factors for the development of entrepreneurship. External and internal factors. Pushing and attracting factors. Main characteristics of entrepreneurs. Entrepreneurial spirit. Innovation and entrepreneurship. Principles of innovation and conditions for its implementation. Entrepreneurship in small companies - characteristics, advantages and limitations. Features of entrepreneurship in corporate business. Entrepreneurial idea - essence and stages of formation. Choosing a business idea and starting your own business. Features of entrepreneurship and innovation

in logistics. Entrepreneurship and innovation in logistics and regional development. Entrepreneurship as an opportunity for development of industrial companies based on logistics centers. Entrepreneurship and innovation and their impact on the growth of logistics companies. Entrepreneurship and innovation through the prism of resource theory for companies and supply chain management. Logistic distinctiveness and entrepreneurship.

#### **Teaching and assessment**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

### **PACKAGING, MARKING AND TRACKING OF GOODS AND DELIVERIES**

**ECTS credits:** 3

**Academic hours per week:** 2l + 1s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

The aim of the course is the students to acquire theoretical knowledge in commodity science, related to the product range and quality of products, packaging, marking and tracking of goods and supplies. Expected results: To master knowledge and create skills for: - defining the problems arising in the process of packaging, coding and marking of goods; - standardization and certification of goods; - transportation and tracking of deliveries, etc.

**Course content:**

Object and subject of commodity science. Classification of goods - nature, characteristics and types. Assortment of goods. Control and evaluation of the quality of the goods. Packaging and wrapping of goods. Marking and coding of goods. Types of marking. Ecolabeling. Methods for coding goods and packaging. Storage of goods - functions and conditions. Standardization of goods - nature, object, methods and types of standards. Classification of standards in Bulgaria. BDS. Certification of goods. Unified systems of standards. International Classification of Standards (ICS). Supply tracking.

**Teaching and assessment**

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

### **SALES AND CUSTOMER RELATIONS MANAGEMENT**

**ECTS credits:** 3

**Academic hours per week :** 2l + 1su

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to acquaint students with the basic theories, principles and strategies of sales management and customer relationship management (CRM - customer relationship management). These processes are essential for the overall corporate governance. The acquisition of theoretical knowledge, basic competencies and good practices in this field implies the construction of practical skills for the application of modern methods and approaches in sales and customer relations. The aim of the course is the students to acquire knowledge about the sales process, sales promotion and e-sales; conducting trade negotiations; knowledge of the customer relationship system; mastering ways to create customer satisfaction, customer value, etc.

**Course content:**

Sales management - nature, role, principles and organizational structure. Types of sales. Technology of the sales process - stages, activities and techniques. Trade negotiations - stages, strategies and tactics. Sales promotion. Electronic sales. Sales planning and forecasting. Personnel management related to the sales process. Service management and customer service. Nature of CRM - evolution, role and components. Types of customer relationships. Relationships with loyal customers. Customer satisfaction and loyalty management. Creating user



value. CRM and social networks. Implementation of CRM strategy - trends, approaches and activities. CRM systems.

**Teaching and assessment**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

**HUMAN RESOURCES MANAGEMENT IN LOGISTICS ACTIVITY**

**ECTS credits:** 3

**Academic hours per week:** 2l + 1s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

The lecture course of the discipline in structural terms covers: the essence of human resources (HR) management; analysis and design of the system of positions in the enterprise; determining the needs of the enterprise from the HR; recruitment and selection of staff; organization of working hours and breaks in the enterprise; HR training; labor standards; staff appraisal; organization of the salary in the enterprise; social security and personal insurance; healthy and safe working conditions; collective bargaining; use of HR; staff motivation; international quality standards and HR requirements in them. Along with the presentation of fundamental knowledge, skills are formed to apply this knowledge in practice. This determines the interdisciplinary nature of teaching and learning and the expected results,

**Course content:**

Nature of human resource management (HRM). Analysis and design of the system of positions in the logistics company. Determining the needs of the logistics company of HR. Recruitment and selection of HR. Organization of working hours and breaks in the logistics company. HR training in the logistics company. Labor standards. HR evaluation in the logistics company. Organization of the salary in the logistics company. Social security and personal insurance. Healthy and safe working conditions in the logistics company. Collective bargaining. Use of HR in the logistics company. HR motivation in the logistics company. International quality standards and HR requirements in them.

**Teaching and assessment**

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.

**INFORMATION SYSTEMS IN INTERNATIONAL TRANSPORT**

**ECTS credits:** 3

**Academic hours per week:** 2l + 1s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 4

**Methodical management:**

Department of Economics

Faculty of Economics

**Annotation:**

An information system is a combination of information technologies and the actions of the people who apply them for process management, decision making, etc. using computer systems. The system is intended for use by an organization or an individual and allows for storage of databases, management and processing of all or part of it. There are different information systems: financial, industrial, geographical, and the like. In general, information systems can be divided into those designed to perform a specific operation (Transaction Processing, Transaction Processing) and those designed to collect data needed in decision making (Decision Support). Like computer science, other disciplines can be viewed as related, as well as fundamental disciplines of IS. The domain of studying IS includes the study of theories and practices related to social and technological phenomena that determine the development, use and effects of information systems in the organization and society.

**Course content:**

Information systems (IS)- main functions of the information system, interaction of the elements in it, classification of IS, concept of information cycle. Arithmetic, logical foundations of computer technology -

number systems, data representation in digital computers, command execution. Computer architectures - general information, types of architectures and elements and operating devices. Networks - general information, types of networks and network topology. Introduction to algorithms and programming - formal introduction of the concept of algorithm, elements of programming and types of computer languages. Software - classification of software, general information and types of operating systems Windows and Unix / Linux. Word processing software products - general provisions, MS Word / program work and main menus. Work with spreadsheets - introduction, program table, Excel / work with the program and main menus. Introduction to databases - nature and purpose of database and database management system. Types of information systems used in transport. Classification of information systems by levels of government. Development of information systems. Data and information management - Traditional approach. Limits.

**Teaching and assessment**

The training of the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars are assessed during the implementation of the ongoing assessment, with the results achieved on the set tasks and tests being of great importance.