



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department of Management and Marketing

ECTS Information Package

Major "Business Management and Entrepreneurship"

Educational and qualification degree: Bachelor

PURPOSE OF THE TRAINING:

The characteristic "Business Management and Entrepreneurship" defines the professional qualification of students who graduate with professional qualification "Manager" and acquire the degree "Bachelor".

The students who complete their studies in "Business Management and Entrepreneurship" can be employed as:

- Directors /managers/ at all management levels; functional specialists in all branches of the management hierarchy, experts /counselors/ senior management in the sectors of business organizations, consultants and experts in management and organizational development specialist companies and research organizations, professionals management and administration in local and state government structures.

The purpose is to submit thorough theoretical and practical skills in the management of firms in a market economy by a system of fundamental and applied disciplines. Training in this specialty includes a specialized training which is conducted through a compulsory, elective and optional subjects. It builds up the basic knowledge in the contemporary modern management that applies international experience in management and reengineering. Students gain skills for a quick and adequate response consistent with changing conditions in the environment. They build habits of using management technology by software and orientation in a rich information base by using the potential of the Internet environment.

The preparation of the future manager has to be on a high social and economic niveau. For this purpose the training in block semesters include compulsory and elective subjects designated by appropriate regulations and disciplines specified in the curriculum at the discretion of the Department and the Faculty Council. This strikes a balance between knowledge according to state requirements while the freedom of the guides and the students themselves to form a final specialty curriculum.

The general theoretical subjects occupy a significant share that provide fundamental knowledge of economic and socio-political processes in a market economy.

COMPETENCIES ACQUIRED BY STUDENTS

1. Knowledge of principles and methods of management, refracted through the prism of global macroeconomic processes;
2. Thorough knowledge of enterprise management in all aspects - production, finance, innovation, staff, etc.;
3. Basic knowledge in the following areas:
 - Mathematics, basics of law, micro-and macro-economics, philosophy, economic theory, European Economic Cooperation;
 - Marketing, business planning and control, basics of management, business history, accounting, statistics, labor economics, finance, prices and pricing policies;
 - Management innovation, business communications and public relations company accounting, quality management, international business;
 - International markets based on private law, information systems and technologies, economic security and business intelligence, agricultural management, etc.
4. Skills for developing a business plan of the company;
5. Skills for oriented strategic businesses management and ability to make a environment "snapshot" and country snapshot" the leading trends in development;
6. Competencies for organizing and conducting of market research by using economic methods and technologies;
7. Preparing of a comprehensive analysis for financial and economic activity of the company through the application of statistical and other research methods;
8. Skills for processing, systematizing, analyzing and displaying of the leading trends in the company, which favors making strategic and tactical management decisions;
9. Building up of manager's skills - professionalism, organizational skills, responsibility, honesty, etc.;
10. Acquiring of communicating skills with subordinates to delegate and create optimal socio-psychological climate in the team and the conditions in which the interaction of the working group are influenced.

The students who complete their studies in Business Management and Entrepreneurship can exercise the following professions

1. Directors and assistant directors in companies and organizations;
2. Administrative managers in companies - leaders in business services and administrative activities; leaders in policy and strategic planning executives and sales and marketing
3. Team Leaders
4. Analysts - efficiency of the business, market research and more.
5. Key experts and experts - logistics, financial and economic analyzes, social security, marketing, international cooperation, policy prices, advertising, marketing, sales, European integration, business, business development, engineering, etc.
6. Managers - finance, sales, marketing, market research, etc.
7. Consultants - business
8. Analyzers
9. Managers of enterprises and organizations.

The qualification characteristics of "Business Management and Entrepreneurship" for the degree "Bachelor", professional qualification "Business Management and Entrepreneurship" is a key document that determines the development of curriculum and programs. It is consistent with the Higher Education Act, the

Ordinance on the state requirements for acquiring degree "Master," "Bachelor", "Specialist" and regulations of SWU "Neofit Rilski".

STRUCTURE OF CURRICULUM

FIELD OF HIGHER EDUCATION: ECONOMICS
 PROFESSIONAL FIELD: 3.8. ECONOMICS
 MAJOR: BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
 EDUCATIONAL AND QUALIFICATION DEGREE: BACHELOR
 FORM OF EDUCATION: REGULAR AND BY CORRESPONDENCE

FIRST YEAR			
First semester	ECTS credits	Second semester	ECTS credits
Microeconomics	7,0	Macroeconomics	9,0
Mathematics - Part I	6,0	Mathematics - Part II	8,0
Information system and Technologies	6,0	Elective course III group	7,0
Elective course I group	6,0	Elective course IV group	6,0
Elective course II group	5,0	Sports	0,0
Sports	0,0		
Elective courses (Students choose two disciplines)		Elective courses (Students choose two disciplines)	
Elective course I group		Elective course III group	
Basics of law	6,0	Economic history	7,0
Philosophy	6,0	Theories of economics	7,0
Sociology	6,0	New Business Establishment	7,0
Elective course II group		Elective course IV group	
Written and verbal skills	5,0	English – Part II	6,0
English – Part I	5,0	German – Part II	6,0
German – Part I	5,0	French – Part II	6,0
French – Part I	5,0	Italian – Part II	6,0
Italian – Part I	5,0	Spanish – Part II	6,0
Spanish – Part I	5,0	Greek – Part II	6,0
Greek – Part I	5,0		
	Total 30		Total 30
SECOND YEAR			
First semester	ECTS credits	Second semester	ECTS credits
Marketing	8,0	Accounting	6,0
Business Planning and Control	6,0	Statistics	6,0
Fundamentals of Management	6,0	Business management	5,0
Elective course V group	5,0	Prices and pricing policy	5,0
Elective course VI group	5,0	Entrepreneurship	5,0
		Elective course VII group	3,0
Elective courses (Students choose two disciplines)		Elective courses (Students choose one discipline)	

Elective course V group		Elective course VII group	
European Economic Cooperation	5,0	Sales Management and Business Logistics	3,0
Firm's public duty	5,0	Marketing Management	3,0
Regional Economy	5,0	Entrepreneurial Strategies	3,0
Elective course VI group			
Competition Protection	5,0		
Business Correspondence	5,0		
Public Policy	5,0		
	Total 30		Total 30

THIRD YEAR

First semester	ECTS credits	Second semester	ECTS credits
Labour Economy	6,0	International Business	5,0
Organization of business enterprise	5,0	Management of innovation	5,0
Market research	4,0	Business entrepreneurship	5,0
Financing the enterprise	7,0	Anti-crisis Management of Enterprises	5,0
Elective course VIII group	3,0	Elective course X group	5,0
Elective course IX group	5,0	Elective course XI group	5,0
Elective courses (Students choose two disciplines)		Elective courses (Students choose two disciplines)	
Elective course VIII group		Elective course X group	
Advertising policy	3,0	Commercial law	5,0
Social policy and social security	3,0	Entrepreneurial skills and business etiquette	5,0
Leadership and Leader's Competencies	3,0	Impact Assessment	5,0
Elective course IX group		Elective course XI group	
Enterprise Accounting	5,0	Sales techniques and negotiation	5,0
Service Marketing	5,0	Small Business Management	5,0
SPSS	5,0	E-management and e-government	5,0
	Total 30		Total 30

FOURTH YEAR

First semester	ECTS credits	Second semester	ECTS Credits
45 days Practice and project defence	2,0	Psychology of entrepreneurial activity	5,0
Social Entrepreneurship	4,0	Management of the Enterprise Competitiveness	5,0
Management of Human Resources	6,0	ECOMMERCE Business (E-business)	5,0
Managerial decisions	4,0	Elective course XIV group	5,0
Economic Business Analysis	6,0	State examination or thesis defense	10,0
Elective course XII group	4,0		
Elective course XIII group	4,0		
Elective course (Students choose two disciplines)		Elective course (Students choose one discipline)	
Elective course XII group		Elective course XIV group	
Consumer Behaviour	4,0	Project Management	5,0
Strategic Marketing	4,0	Quantitative methods in the management	5,0
Organizational Behaviour	4,0	Management of business investments	5,0
Elective course XIII group		Organization and management of the family business	5,0
Basics of Management Accounting	4,0		
Managerial Skills	4,0		
Network Economics and Business Networks	4,0		
	Total 30		Total 30

TOTAL FOR 4 YEARS: 240 CREDITS

DESCRIPTION OF SUBJECTS
MAJOR: BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
EDUCATIONAL AND QUALIFICATION DEGREE: BACHELOR

MICROECONOMICS

ECTS credits: 7

Form of assessment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Course hours per week: 3l +2s

Exam type: written

Annotation:

The course is designed primarily for the analysis of the main aspects of the theory and practice of democratic market economy type. It clarifies the basic methodological formulations and provides an overview of economic laws, valid for the entire line of business /those having universal significance/. The aim is to justify the idea that the entire business as a direct or indirect connection with the major issues of supply and demand, "strong" and "weak" pulse of the market on "balance" the efficiency and profitability of implementation of specific planning, reporting mandatory conditions ensuring economic development entities in the long term, etc.

Course contents:

Need, purpose, and key aspects of developing and managing projects. Nature and basic characteristics of the financial analysis of projects. Stages and key areas of financial analysis of projects. Basic financial concepts. Time value of money. Compounded and discounted cash flows. Annuities. Criteria and methods of financial analysis and project evaluation. Static methods for financial analysis of projects. Dynamic methods of financial analysis of projects. A choice between alternative projects. Methods for selecting between two or more projects. An essence of the risk in developing and managing projects. Approaches and methods of analysis and risk assessment.

Teaching and assessment:

The lecture and seminar methods are some of the teaching methods. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

MATHEMATICS - PART I

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Academic hours per week: 2l + 2s

Exam type: written

Annotation:

The course submits basic knowledge for solving systems of linear equations, boundary - function and derivative function testing, integral and application of definite integrals, and certain types of ordinary

differential equations of first and higher order. The basic types of compounds - variations, permutations, combinations are needed to demonstrate the quantitative methods of data processing in order to obtain basic knowledge of probability theory on which the methods of mathematical statistics are based.

Course contents:

Sets and images, Real numbers, combinatorics, mathematical induction; Determinants; Linear systems of polynomial equations; Coordinate systems in the plane; Lines in a plane; Endless numeric arrays, functions of a real variable, continuous functions, derivatives and differentials of function; Main theorems of calculus, function testing, indefinite integrals, definite integrals, Geometric applications of definite integrals, approximate calculus of integrals, ordinary differential equations, elements of probability theory.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Seminars follow the teaching material. The goal is to conduct a practical training for the students to use the knowledge acquired in the SET situations that match specific conditions and to assess the knowledge, skills and competence during the seminars. The results achieved by the set assignments and tests are highly estimated.

INFORMATION SYSTEMS AND TECHNOLOGY

ECTS credits: 6

Academic hours per week: 21 + 2s

Form of assessment: on-going assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The aim of the course is the acquisition of knowledge, theoretically rationalized and directly related to practice. Students should be familiar with the fundamental formulations for the construction of information systems in accounting and information sector of the national economy. Tasks to be placed as a result of training aimed at familiarizing them with the information structures, definition of incoming and outgoing information flows and build practical skills and habits of communication between the different governance structures.

Course contents:

Information systems and technology in accounting. Define the terms information and data accounting. Nature of the system approach. Information systems. New Additions to the Law on accounting and national accounts. Information systems based on computer technology. Systems for data encryption. Organization input of information systems with paper primary documents. Organization entrance of computer information systems with electronic primary documents. Law on Electronic Document and Electronic Signature Act (EDESA).

Teaching and assessment:

Training course takes the form of lectures and seminars. Mandatory at the beginning of each lecture is a brief introduction, providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Evaluating students' performance in the learning process is consistent with the requirements of Regulation 21/30.09.2004 on the application of the system of accumulation and transfer of credits.

BASIS OF LAW

ECTS credits: 6

Weekly classes: 21 + 1 s

Forms of knowledge assessment: ongoing control and final exam

Type of examination: written

Semester: 1

Methodical division:

Department of Management and Marketing
Faculty of Economics

Annotation:

The course Basis Of Law goes in-depth with the necessary and obligatory set of notions in the field of legal theory, knowledge of principles of public and private law, in order to transfer the terminology of the law, and to develop individual practical skills and habits essential for the interpretation of law regulations and

dealing with them. The curriculum is aligned with similar basic requirements of European and national universities for students studying subjects that posit legal knowledge as a prerequisite for their successful training and future practical work.

Course content:

Development of State and 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:

Lectures are held in the established traditional way, students become familiar with the material taught sequentially. Each lecture begins with a short introduction, providing the necessary transience and commitment to the taught material already. In the process of familiarization students with a new theme conversation is done in order to achieve continuity between lectures to reach conclusions that would bring into new material.

PHILOSOPHY

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The aim of the Philosophy course is to introduce students the "Business Management and Entrepreneurship" with the key concepts and issues in philosophy. The program is tailored to the students' degree using problem and typological approach and the emphasis on philosophical problems of individuals and societies. In the specific tasks of the course shall is presenting conceptual richness and questionableness in philosophy at the expense of the final decisions. This approach has been used in workshops where students are asked for independent thinking and using philosophical sources. Conceptual range: substance, life, karma, yin-yang, ucerax, evdemonizam, teoditsiya, theology, monism, pantheism, irrationalism, rationalism, empiricism, antinomies existence, sign, symbol, circle, ontology, epistemology, metaphysics, natural philosophy, helitsentrizam, geotsentrizam, metaphysics, natural philosophy, helitsentrizam, geotsentrizam, synergy, civilization, culture, values, social contract power elite bureaucracy archetype, etc.

Course contents:

From myth to logos, mythology, philosophy. Occurrence of philosophy, Chinese and Indian philosophy. Natural philosophy and cosmology. For the original problem, ontology. Gnosiologiya. Problem of knowledge, empiricism, rationalism doctrine of idols; Gotigo ergo sum, tabula rasa, apriorism. Synergetics problem for development and evolution. Entropy. Regularities determinism probability. Ethics. Problem of good and evil. Evdemonizam categorical imperative, utilitarianism. Theology. Problem of God, evidence of the existence of God. Teoditsey. Philosophy of society. Power, utopia, ideology, social contract elite. Philosophy of freedom. Democracy, open society, liberalism. Aesthetics. Philosophy of beauty. Aesthetic values. Semiotics. Philosophy of language. Signs and symbols. Philosophy of history. Civilization, culture, cycle, progress, regress. History of philosophy. Major schools and trends. Methods. Scientism, positivism, etc.

Teaching and assessment:

Lectures are held in the established traditional way, students get acquainted with the study material. At the beginning of each lecture there is a brief introduction, that provides the necessary transition from one issue to another. In the process of familiarization students with the new theme discussion is made in order to achieve continuity between lectures and to reach conclusions that would bring in the new material. Seminar lessons in this course follow the taught material. The course ends with an examination. Knowledge, skills and competence are achieved during the seminars and they are evaluated by training and tests sets.

SOCIOLOGY

ECTS credits: 6

Academic hours per week: 2l + 1s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The material is selected in accordance with the current workload and the specificities of the course and within a reasonable compromise between the theory and practice. Priority is given to the practical aspect of sociological issues. Students become familiar with rich text material and related case studies and individual practical tasks are given. The goals and objectives of the course are to equip students with basic knowledge and practical skills in this field. Students gain knowledge about the basic rules of investing and financing available for the corporate sector and applying the theory in practice.

Course content:

Subject of sociological science. Sociology as a knowledge institution and profession. Origin and development of economic sociology. European sociological tradition. American sociological tradition. Social and economic systems. Basic social and economic institutions. State and economy. Types of socio-economic relations. Structural, functional, and causal relationships. Cooperation and conflict, equality and inequality. Social stratification. Types of socio-economic processes. Differentiation and integration of economic systems. Social mobility.

Teaching and assessment:

Lectures are held in the established traditional way, students become consistently familiar with the learning material. Each lecture begins with a brief introduction providing the necessary transition and commitment to the previously taught material. In the process of familiarization students with a new theme discussion is needed to achieve continuity between lectures and to draw conclusions that would be used by achieving new material. The course ends with an exam.

WRITTEN AND VERBAL SKILLS

ECTS credits: 5

Academic hours per week: 0l + 3s

Form of assessment: on-going testing and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Course contents:

Teaching and assessment:

ENGLISH – PART I

ECTS credits: 5

Academic hours per week: 0l + 3s

Form of assessment: on-going testing and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course is based on the overall program in English for the degree of Bachelor. It aims at developing the four types of communication skills - speaking, reading, listening and writing. Students become familiar with the language characteristics and gain a good volume of vocabulary. They become able to understand the basic differences between British and American standard. At the same time students develop their knowledge of grammar and skills to interpret and work with related texts. Students' active participation in seminars and their self-study are subject to constant monitoring.

Course contents:

Introduction into the course and placement test; Shopping habits 1; Shopping habits 2; Leisure activities 1; Leisure activities 2; Nature and environment 1; Nature and environment 2; Transport and travel 1;

Transport and travel 2; Somewhere to live 1; Somewhere to live 2; Science and technology 1; Science and technology 2.

Teaching and assessment:

Training of students includes their active participation in seminars, as well as ongoing training, ongoing presentations, written projects, monitoring and control.

GERMAN – PART I

ECTS credits: 5

Academic hours per week: 0l + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Practical Course in German Language Level I, Part I aims at introducing the basics of the German language - alphabet, numbers, shapes maturity, personal pronouns, verbs and present tense. Building basic knowledge of vocabulary and grammar of the modern German language is the necessary basis for further inputs and learning of language skills for communication in specialized foreign language.

Course contents:

Erste Kontakte Sich begrüßen; Sich und andere vorstellen; Buchstabieren; Telefonieren: falsch verbunden; Rechnen; Beruf und Herkunft angeben und danach fragen; Zahlen bis 100, Gegenstände im Haus und Haushalt Gegenstände benennen und beschreiben; Preisangaben verstehen und notieren; Richtigstellen; Zahlen bis 1000; Essen und Trinken Essgewohnheiten beschreiben; Im Restaurant bestellen und bezahlen; Komplimente und Reklamation bei Tisch; Lebensmittel einkaufen; Freizeit Zurechtweisen; Um Auskunft bitten; Sich verabreden; Ansichtskarte schreiben; Wohnen Wohnungen beschreiben; Einrichtungsgegenstände kommentieren; Über Verbote informieren.

Teaching and assessment:

The course begins with an introduction in basic grammar rules for reading and writing in German. The structure of the simple sentence is transmitted. The students ask questions with interrogative adverbs and inversion, they use personal pronominal forms in three cases. The training uses the system for practical German der Niveaustufe A1/A2. Schematic representations of the simple German sentence and its comparison with the Bulgarian correspondents are applied to avoid the interference of the native language and their analytical forms maturity relations. Each language skill is presented as a component of the exam - written and oral, in the form of asking and answering questions on the topic discussed in the seminars.

FRENCH – PART I

ECTS credits: 5

Academic hours per week: 0l + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Students begin to study the first level as a tutorial. Teaching French - Part I provides for the acquisition of basic theoretical knowledge of the language and the development of basic language skills - listening, speaking, reading and writing appropriate to the level A1 of the Common European Framework. The course is highly practical expressed in oral and written mastery of a foreign language as a means of communication. We use modern educational systems for studying French for special purposes and multimedia materials. The content covers thematic, lexical, grammatical and socio-cultural component. The topics are current in accordance with the interests of the students and provide a chance for conversation and discussion. They contribute to the acquisition of basic vocabulary and grammar and the development of communication skills.

Course contents:

Introduction and presentation. General conversation. Presentation of the company. Conversation on the phone. Appointments and commitments. Transport and travel.

Teaching and assessment:

The course combines traditional and new methods of teaching a foreign language. During the seminars exercises are especially made to develop dialogues and conversations; short lectures on specific topics, descriptions of pictures, stories, retelling . Habits and writing skills are built through dictations, told and retold in writing. Listening and explanatory reading are of great importance. Pronunciation habits are developed through listening to original recordings and special exercises with typical phonetic difficulties. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment at the first seminar session.

ITALIAN – PART I

ECTS credits: 5

Academic hours perweek: 01 + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course of Italian language - Part I is designed for students without any knowledge of the Italian language. It presents the basic grammatical unit of the Italian language; the appropriately selected training exercises adequately explain the features of spoken language by stimulating communicative competence and gradually breaks the barrier of speech. Seminars follow the system Progetto, which contains a textbook, workbook with exercises and audio CD with dialogues and texts for understanding and developing basic communication skills.

Course contents:

Possessive pronouns, Features in coordinating quello, Features in coordinating bello; Use of verbs and volerci metterci; Past imperfect (L'Imperfetto); pluperfect (Il Trapassato Prossimo); Personal pronouns direct object (I Pronomi Personali Oggetto Diretto) Personal pronouns (I Pronomi Personali; Indirect addition Oggetto Indiretto); Reflexive and reciprocal pronouns (I Pronomi Riflessivi e Reciproci); impersonal form of the verb impersonal expressions (La Forma Impersonale del Verbo); imperative (Il Modo Imperativo); conditional (Il Condizionale Semplice e Composto); conditional tense (Il Condizionale Semplice e Composto); Future in the past (Il Condizionale Composto); Preparation for semester exam.

Teaching and assessment:

Seminars on the subject follow the predefined thematic schedule of basic grammatical principles of the language and building the lexical stock. Resource providing seminars are based on specially selected books for work, the provision of authentic texts and listening texts from audio cassettes and CDs. The course ends with an exam. Priority in training is given to practical and independent work of students. The current control checks written and spoken skills, and students' work with grammatical Italian text.

SPANISH - PART I

ECTS credits: 5

Academic hours perweek: 01 + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course of Spanish Part I is designed for students without any knowledge of Spanish. It presents the basic grammatical unit of the Spanish language; the appropriately selected training exercises adequately explain the features of spoken language by stimulating communicative competence and gradually breaks the barrier of speech. Seminars follow the system NUEVO VEN 1, which contains a textbook, workbook with exercises and audio CD with dialogues and texts for understanding and developing basic communication skills.

Course contents:

¡Hola! Saludos identificacion personal deletrear Masc. /fem. de los sust. y adj; presente de ind. Presentación de los paise de Hispanoamérica; Presentaciones. Tu/Usted; dar las gracias; saludo formal. Adj.pos; demostrativos Numerales 0-9; Ciudades y Comunidades Autónomas de España; Alquilar un piso. Ubicacion, descripcion, preguntar por la cantidad Art.determinados;mas numeros;f orma negat; Tipos de

viviendas. Barrios españoles e hispanoamericanos; Por la ciudad. Contactar con alguien; preguntar por la dirección. Art.indeterminados; hay; Moverse por la ciudad: Madrid; Comer en el restaurante. Pedir comida; preguntar el importe; deseos; Imperativo formal/ informal; gustar; querer; poder; Hábitos alimenticios; Háblame de ti. Describir a una persona; hábitos; la edad; V. reflexivos; adj.pos; Celebración de una boda; De compras. Colores y materiales; el precio; pedir permiso; Sg/pl de los adjetivos; pronombres pers.; Celebración de una boda; De compras. Colores y materiales; el precio; pedir permiso; Sg/pl de los adjetivos; pronombres pers.; Lugares para comprar. Mercados y mercadillos; Invitaciones. Invitar, aceptar, rechazar; citarse;expresar la obligación; Tener que+nfinitivo; Estar + gerundio; Fiestas tradicionales en España e Hispanoamérica.

Teaching and assessment:

Seminars on the subject follow the predefined thematic schedule of basic grammatical principles of the language and building the lexical stock. Resource providing seminars are based on specially selected books for work, the provision of authentic texts and listening texts from audio cassettes and CDs . The course ends with an exam. Priority in training is given to practical and independent work of students. The current control checks written and spoken skills, and students' work with grammatical Spanish text.

GREEK – PART I

ECTS credits: 5

Form of assesment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The first part of Greek course strictly emphasizes practice which is expressed in the oral and written mastery of a foreign language as a means of communication. The topics are current in accordance with the interests of the students and provide a chance for conversation and discussion. On the other hand, they contribute to learning basic vocabulary and grammar and the development of communication skills. The training provides: students build a lasting supply of lexical items, grammatical structures and speech automatisms allowing them to produce foreign-language statements on a wide range of topics, building skills for understanding foreign language speech auditory perception, mastering techniques and methods reading trips, building skills to create their own, original works based on the main prototypes text: descriptive, argumentative, narrative, epistolary and others.

Course contents:

Αλφάβητο, προφορά, μονολεκτικό Χαιρετισμοι, ανταλλαγή προσωπικών πληροφοριών. Γεια σας! Με λενε... Η Μονικ δουλευει στην Ελλάδα. Είμαι απ'τη Ρωσία, απ'τη Μοσχα. Που μενετε; Τι δουλεια κανεις; Σε ποια οδο μενεις; Τηλεφωνο, κινητο Μίλας ελληνικά; Επαναληψη ενοτητων 1-4 Ποσο κανει αυτο το ρολοι;Πως λεγεται αυτο στα ελληνικά; Σας αρεσει... Ποιος ειναι αυτος; Ετσι ειναι η ζωη! Ξερεις την καινουργια μαθητρια; Ποσων χρονων εισαι; Πάω στο γραφειο. Τι ωρα ειναι; Πηγαίνει πάντα Υπαρχει κανενα φαρμακειο εδω κοντα; Ειναι ο τριτος δρομος δεξια. Επαναληψη μαθηματων 5-8 Η οικογενεια Σαργιανη Οι φραουλες ειναι ακριβες Στο σουπερμαρκετ. Είναι ακριβα γιατί είναι ιταλικά Θα πάω στην τράπεζα για λεφτά. Στο τουριστικό γραφείο. Τι θα φάμε; Ενα σαββατοκύριακο στο Ναύπλιο Ενα διαμέρισμα κοντά στο κέντρο. Στο ξενοδοχείο

Teaching and assessment:

Training of students includes their active participation in seminars, as well as ongoing training, ongoing presentations, written projects, monitoring and control. At the first seminar session students are informed about the organization of training for the specifics of the proposed monitoring and the system of assessment.

MACROECONOMICS

ECTS credits: 9

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Hours per week: 3l + 2s

Type of exam: written

Annotation:

The purpose of the course in macroeconomics is to give students a thorough understanding of how the principles of economics are applied to an economic system as a whole. It places particular emphasis on the study of national income and price-level determination, and also develops students' familiarity with economic performance measures, the financial sector, stabilization policies, economic growth, and international economics. A macroeconomics course introduces students to fundamental economic concepts, such as scarcity and opportunity costs. Students understand the distinction between absolute and comparative advantage, and apply the principle of comparative advantage to determine the basis on which mutually advantageous trade can take place between individuals and/or countries, and to identify comparative advantage from differences in opportunity costs. Other basic concepts, that are explored, include the functions performed by an economic system, and the way the tools of supply and demand are used to analyze the workings of a free market economy. The course should also introduce the concept of the business cycle to give students an overview of economic fluctuations and to highlight the dynamics of unemployment, inflation, and economic growth. Coverage of these concepts provides students with the foundation for a thorough understanding of macroeconomic concepts and issues.

Course contents:

Basic Economic Concepts. Macroeconomic issues. Sectors, subjects. Open and closed economy. Fluctuations in economic development. Aggregate economic activity. Goals and tools of macroeconomic activity. Comparative advantage, specialization and exchange. Measurement of Economic Performance. National income accounts. Circular flow. Components of gross domestic product. Real versus nominal. Scarcity, choice, and opportunity costs. Production possibilities curve. Demand, supply, and market equilibrium. Business cycle, unemployment, inflation, growth. Inflation measurement and adjustment. Unemployment, definition and measurement. National Income and Price Determination. Determinants of aggregate demand. Multiplier and crowding-out effects. Aggregate supply. Short-run and long-run analyses. Sticky versus flexible wages and prices. Determinants of aggregate supply. Macroeconomic equilibrium. Real output and price level. Short and long run. Actual versus full-employment output. Business cycle and economic fluctuations. Money, banking, and financial markets. Definition of financial assets: money, stocks, bonds. Time value of money (present and future value). Banks and creation of money. Money demand. Money market and the equilibrium nominal interest rate. Central bank and control of the money supply. Fiscal and monetary policies. Demand-side effects. Supply-side effects. Policy mix. Government deficits and debt. Economic Growth, definition, determinants. Investment in human capital. Investment in physical capital. Research and development, and technological progress. Growth policy. Open Economy: International Trade and Finance. Balance of payments accounts. Balance of trade. Current account. Financial account (formerly known as capital account). Foreign exchange market. Demand for and supply of foreign exchange. Exchange rate determination. Currency appreciation and depreciation. Imports, exports, and financial capital flows. Relationships between international and domestic financial and goods markets.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The priority in training is given to practical and independent work by students.

MATHEMATICS – PART II**ECTS credits:** 8**Academic hours per week:** 2l + 2s**Form of assesment:** on-going assessment and exam**Exam type:** written**Semester:** 2**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

Annotation:

The course provides students with basic knowledge about solving systems of linear equations, boundary - function and derivative function testing, integral and application of definite integrals, and certain types of ordinary differential equations of first and higher order. The basic types of compounds - variations, permutations, combinations are needed to show the quantitative methods of data processing and obtain basic knowledge of probability theory which methods of mathematical statistics are based on.

Course contents:

Sets and images, Real numbers, combinatorics, mathematical induction; Determinants; Linear systems of polynomial equations; Coordinate systems in the plane; Lines in a plane; Endless numeric arrays, functions of a real variable, continuous functions, derivatives and differentials of function; Main theorems of calculus, function testing, indefinite integrals, definite integrals, Geometric applications of definite integrals; approximate calculus of integrals, ordinary differential equations, elements of probability theory.

Training and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Seminars on the subject follow the taught material. The course ends with an exam. We Assess the knowledge, skills and competence during the seminars on the implementation of the monitoring. The results achieved by the set assignments and tests are of high importance.

ECONOMIC HISTORY

ECTS credits: 7

Form of assesment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

The course in Economic History is part of the general economic background of students in economics. Special attention is paid to the peculiarities of the economic development of the Mediterranean civilizations and economic systems in Europe from Antiquity and the Middle Ages to the formation and development of modern market economy. Against this background, in comparison, is considered the economic development of the ancient empires of the East, with their fiscal centralism and the dominant role of the imperial bureaucracy, ignoring economic individualism and competitive business.

Course contents:

Subject and periods of the Economic History; Economic systems in the Antiquity; The Greco-Roman economy in the Antiquity; The economic systems in the Middle ages; The general transformation in Western Europe- character and parameters; The industrial revolution and the industrialization of West Europe and North America; Industrialization of Eastern Europe, the Russian empire and Japan; Establishing modern market relations in Bulgarian territories during the Revival; Bulgarian Economy from the Liberation until the beginning of the Wars (1878-1912); Concentration of production and capitals at the end of XIX and the first decades of the XX century; Reasons for Concentration; Establishing monopolies; World Economy after the First World War; Bulgarian Economy after the First World War; The Totalitarian economic systems between the two World War - comparative characterization; World Economy after the Second World War - general characterization; Bulgarian Economy after the Second World War. Imposing the totalitarian model.

Teaching and assessment:

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students come to their own conclusions. The priority in training is given to practical and independent work by students.

THEORIES OF ECONOMICS

ECTS credits: 7

Form of assesment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

The course has been worked out according to the state requirements for preparing students at economic subjects. The course allow sufficient information to be received, regarding the reasons, that have caused the appearance, development and the withering away of different economic ideas, for their essence. The main

Course hours per week: 2l + 1s

Exam type: written

Course hours per week: 2l + 1s

Exam type: written

tasks to be done by training this subject are as follows: Enlarging the knowledge of economics. Getting acquainted to the knowledge of economics, playing a leading role in the theory of economics in different periods of the human history. Getting acquainted to the methodological bases of the contemporary theory of economics.

Course contents:

Economic ideas in till capitalist formations; Mercantism; Physiocretical school; Burgeois classical, political economy; Simon de Sismondi; Jean-Baptiste Say; Thomas Robert Malthus; Historical school; Utopic socialism; Marx`s political economy; Subjective scool; Institutionalism; John Cainse; Neoliberalism; Econometry; Theoreticians of the economic dynamics; Monetarism.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The priority in training is given to practical and independent work by students.

NEW BUSINESS ESTABLISHMENT

ECTS credits: 7

Form of assesment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

The course aims to outline the business profile of the entrepreneur and his most important qualities that provide successful business. On this basis, the students can do a critical self-evaluation and analysis of their personal qualities and assess their opportunities for own business by proposing guidelines related to the field of activity, sector, products or services. A preliminary evaluation and selection of rational business idea are considered through a methodical procedure for creating business ideas. The selected business idea is elaborated and specified by developing a business concept and drawing up a business plan.

Course contents:

Essence of entrepreneurship. Place and role of small business in the European and Bulgarian economies. Conditions and environment for starting and developing small business in Bulgaria. Priorities and lines of action of national strategies for promoting small and medium enterprises. Profile of Bulgarian entrepreneur. Evaluation of personal entrepreneurial qualities. Reasons for starting your own business. Selecting the sphere of activity of the industry and products / services in the creation of new business. Alternatives for starting a new business. Creating business ideas, sources of business ideas, evaluating and selecting rational ideas. Developing a concept of starting a new business - the subject of the activity. Localization of activity and choice of legal form for conducting business. Market, customers and competitors. Production process, prices and sales. Expected major financial and economic performance of the business.

Teaching and assessment:

Training of students includes their active participation in seminars, as well as ongoing training, ongoing presentations, written projects, monitoring and control. Assess the knowledge, skills and competence during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests. The final grade consists of 30% of the midterm exam and 70% of the final exam.

ENGLISH – PART II

ECTS credits: 6

Form of assessment: on-going testing and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course is based on the overall program in English for the degree of Bachelor. It aims at developing the four types of communication skills - speaking, reading, listening and writing. Students become familiar

Academic hours per week: 0l + 3s

Type of exam: written

with the language characteristics and gain a good volume of vocabulary. They become able to understand the basic differences between British and American standard. At the same time students develop their knowledge of grammar and skills to interpret and work with related texts. Students' active participation in seminars and their self-study are subject to constant monitoring.

Course contents:

Good health 1; Good health 2; Holidays 1; Holidays 2; Books and reading 1; Books and reading 2; Progress test 1; Food and drink 1; Food and drink 2; Work and business 1; Work and business 2; In the news 1; In the news 2; People and society.

Teaching and assessment:

Training of students includes their active participation in seminars, as well as ongoing training, ongoing presentations, written projects, monitoring and control. The final grade consists of 30% of the midterm exam and 70% of the final exam.

GERMAN – PART II

ECTS credits: 6

Academic hours per week: 0l + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The practical Course in German Part II aims at consolidating the knowledge acquired in Level I, introducing new knowledge and skills in German verb-forms of Past and Perfect tense forms. Building basic knowledge of vocabulary and grammar of the modern German language continues in this course with the emphasis on more complex expressions and phrases, which is necessary for further inputs and learning of language skills for communication in specialized foreign language.

Course contents:

Wohnen Wohnungen beschreiben;Einrichtungs-gegenstände kommentieren; Über Verbote informieren; Postkarte an Freunde schreiben; Krankheit. Beschwerden beschreiben; Ratschläge geben und weitergeben; Jemanden zu etwas drängen; Ein Ansinnen zurückweisen; Erzählen, wie etwas passiert ist; Sich vergewissern; Alltag Über Ereignisse und Tätigkeiten Auskunft geben; Etwas weitererzählen;Sich vergewissern; Ein Ansinnen zurückweisen; Arbeitsaufträge geben; Erzählen, was passiert ist; Orientierung in der Stadt Orte angeben; Den Weg beschreiben;Vorteile und Nachteile nennen; Kaufen und schenken Wünsche äußern; Geschenk-vorschläge machen, verwerfen und gutheißen; Einladung schreiben; Kaufwünsche äußern.

Teaching and assessment:

The course begins with a review of basic grammar rules - case forms, personal pronouns, conjugation of strong and weak verbs. The structure of the simple sentence expand with the designated time, place, manner. Students study the pronominal forms, supplementing forms, possessive and interrogative pronouns. The training follows the system for practical German THEMEN NEU AKTUELL 6-10 and it is conducted entirely in German. Work with texts for independent work continues and some of these texts are available for retelling and discussion. Another task is writing your own texts on everyday topics designed to strengthen the students' ability to communicate in German. Right pronunciation is achieved by memorizing more complex sayings, proverbs and tongue twisters. The final grade is formed on the basis of current control of spoken and written skills, grammar and vocabulary test.

FRENCH – PART II

ECTS credits: 6

Academic hours per week: 0l + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

Teaching French - Part II provides for the development of basic language skills - listening, speaking, reading and writing, corresponding to level A2 of the Common European Framework. The course aims to

enhance linguistic and communicative competence in French, and to lay the foundations of a specialized training. With a view to the future work of students in economics and business, the emphasis in education is on the completion of language skills and habits, as well as the use of professional terminology and social etiquette. We use modern educational systems for studying French for special purposes and multimedia materials. The content covers thematic, lexical, grammatical and socio-cultural component. The topics are current in accordance with the interests of the students and provide a chance for conversation and discussion. They contribute to the acquisition of basic vocabulary and grammar and to development of skills for intercultural communication in business.

Course contents:

Settlements and spatial planning. Buildings and public places. Description of the route. Shopping. Means of payment. Interiors and office furniture. Leisure and cultural activities. Health and health care. State administration. Justice. Communication and information. Industries. Types of firms. European Union. Grammar material is connected with the lexical topics and situations.

Teaching and assessment:

The course combines traditional and some more recent approaches to foreign language teaching. Seminars include situational - thematic talks and talks guided by the teacher but performed entirely by students. The training also includes assignments to work independently on topics included in the program. During the seminars the use of comments and explanations in students' native language is minimized. Also the listening to the original recordings creates an atmosphere similar to that of the natural French environment. In that way the students develop the skills to understand the perceived auditory speech.

ITALIAN – PART II

ECTS credits: 6

Academic hours per week: 0l + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in Italian language Part II is still a practical course in Italian. The course follows the system "Progetto". It focuses on students' use of basic communication skills to understand a little more than the elementary level and to make a long and meaningful speech / oral and written / in accordance with the rules of the Italian language. At the end of the course students should have an active set of words and phrases that underpin lexical "skeleton" of the language course at this level; they should be able to read, listen and understand texts in Italian, most of which in a dialogue form, to express ideas in that language, so that they can be understood, to set up simple written texts with different purposes.

Course contents:

Introductory lesson. Present tense verbs in the correct indicative. Irregular verbs stare, dare and verbs ending in - durre; non prepositions (simple prepositions), irregular Verbs andare and venire; verbs of movement and expression of the direction of movement with the simple prepositions, some irregular verbs, prepositions members; numerator names, definite and indefinite article - definition of article and rules of use noun - gender and number; Types of adjectives - in sequence with the noun; Current time regular and irregular verbs in the indicative concept modal; Prepositions Past tense - formation and use; Correct and incorrect past participle, simple and complex future - forms, usage and stylistic features.

Teaching and assessment:

Seminars on the course in Italian language Part II are run according to predefined thematic schedule of basic grammatical principles of the language and building the lexical stock of another 1,000 new words. Resource providing seminars is based on specially selected books for work, the provision of authentic texts and listening texts from audio cassettes and CDs. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment during the first lecture and seminar session.

SPANISH – PART II

ECTS credits: 6

Academic hours perweek: 0l + 3s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The course in Spanish, Part II continues the practical course in Spanish from the first semester. The course follows two school systems: NUEVO VEN 1. It focuses on students' use of basic communication skills to understand a little more than the elementary level and to make a long and meaningful speech /oral and written/ in accordance with the rules of the Spanish language. At the end of the course students should have an active set of words and phrases that underpin lexical "skeleton" of the language course at this level, they should be able to read, listen and understand the Spanish language, most of which in a dialogue form, to express ideas in that language, so that they can be understood, to set up simple written texts with different purposes. Another major objective is the same as that in the first part – the introduction of significant sections of the grammar to prepare students for free communication in the field of economy, tourism and banking.

Course contents:

Preparar una excursiòn. Expresar intenciones,alternativas...; Marcadores de tiempo: Ir a + infinitivo; Lugares y monumentos de interès: Andalucía; Què has hecho? Hablar de hechos pasa-dos;dar excusas; Preterito perfecto; peterito indefinido; Pintura esp. e hispanoamericana. Cuèntale què pasò. Describir estados de ani-mos y objetos; Preposiciones:en,a,desde, hasta,entre;pron.negativos nadie/nada; Mùsica hispanoamericana. Viajar en aviòn. Hacer proyectos y predecir;hablar por telefono; Comparacion. Futuro imperfecto; El tiempo en Hispanoamèrica. Antes y ahora. Describir en pasado; expresar la frecuencia; El v. "quedar". Preterito imperfecto; Una visita a ciudad de Mèxico. Instrucciones. Expresar obligacion,posi-bilidad, negacion, indife-rencia; Pron.pers CI. Las condiciones. Hay qye + infinitivo. La lengua espanola en el mundo. Acontecimientos del pasado. Expresar acciones interrumpidas por otra; Pr.indefinido; Estructuras comparativas; Acontecimientos històricos en España desde 1975.

Teaching and assessment:

Seminars are run according to a predefined thematic schedule of basic grammatical principles of the language and building the lexical stock of another 1,000 new words. Resource providing seminars is based on specially selected books for work, the provision of authentic texts and listening texts from audio cassettes and CDs. The final exam is written and oral, in the form of asking and answering questions related to the theme of the seminars.

GREEK – PART II**ECTS credits: 6****Form of assesment:** on-going assessment and exam**Semester:** 2**Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

Practical course in Greek /Part II/ continuing education in the previous first half . At the end of this second part , students must be proficient in the language of this level. They could be able to create text free theme and make bilingual translations /Bulgarian- Greek and Greek- Bulgarian/ based on the vocabulary they have learned to this time. During this phase of training continued work related to the peculiarities of Greek grammar , and including complex verb tenses and exceptions to nouns and adjectives . The course has a very practical orientation underlined , which is expressed in the oral and written mastery of foreign language as a means of communication. The topics are current in accordance with the interests of the students and provide a chance for conversation and discussion. Each lesson is grammatical and lexical cohesion and includes text, 1 or 2 units of grammar, exercises and vocabulary. The material is divided into sections /Ενοτήτες/, in each of them paying attention to the practical exercise of the language. Students are given a private job that is related to the new material. Thus they pursue themselves and reinforce their knowledge.

Course contents:

Επανάληψη των γνώσεων από το πρώτο εξάμηνο Πρέπει να ξεκινήσουν χωρίς. Εμπρός; Την Τρίτη πήγαμε στην Κνωσό. Θέλεις να τους δούμε; Η Αττική έχει ωραίο κλίμα Αλλα τρία συζάκια σε παρακαλώ Ο πρώτος είναι πιο ψήλος από τον δεύτερο Στο ταχυδρομείο Αν φύγεις πριν απ'τις έντεκα, θα τον βρεις εκεί Θέλω να κάνω μια κατάθεση Ούτε κι εμένα Η Άννα είναι θεία του Μηνά και της Λήδας Τα δικά σου είναι

Course hours per week: 01 +3s**Exam type:** written

στο δωμάτιο του παιδιού Πώς περάσατε χθες; Θα συμπληρώσετε αυτή την αίτηση Βάλε φυτά ανάμεσα στο πιάνο και τον καναπέ Πάμε για φαγητό; Δεν το περίμενα από σένα Μου έστειλε ενα μήνυμα στο κινητό Μου πήρε όλα τα ψηλά Τι ώρα σηκώνεσαι το πρωί; Την Παρασκευή το πρωί θα σηκωθούν νωρίς Πλήθηκε όπως-όπως Να η τοιχογραφία του ταύρου!Πόση ζάχαρη χρειαζόμαστε; Μαγείρευε υπέροχα Για να σπουδάσεις, πρέπει να δώσεις εξετάσεις

Teaching and assessment:

Training of students includes their active participation in seminars, as well as ongoing training, ongoing presentations, written projects, monitoring and control. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment at the first seminar session.

MARKETING

ECTS credits: 8

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The course aims to meet the needs of students' knowledge about methods of economic management in a market economy. In the training process will be obtained sufficient information about methods and approaches on how to properly solve the problems of production and realization of production companies, how to quickly adapt to the needs and market changes, why is differentiated from potential users, etc. The course is consistent with the current workload, so as to allow the students to learn the nature, role, facilities and marketing.

Course contents:

Occurrence, role and concepts of marketing; Marketing environment; Methodological and information provision and use of market research; Marketing programs; Research on markets and consumer needs; Marketing Strategies; Market segmentation and product positioning; Marketing services; Goods such as marketing tool; Distribution as a marketing tool; Prices as marketing tool; Penetration of goods as marketing tool; Planning and control of marketing activities.

Teaching and assessment

The teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

BUSINESS PLANNING AND CONTROL

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The planning is defined as a core function of the company management in the theoretical studies and the summaries of the practice. This necessitates studying this course. The training course includes themes which are considered for theoretical, the students discuss methodological and methodical issues and problems of the planning, as so the theory and the practice of the forecasting, the programming and the designing. The subject reveals the essence and content of corporate planning process, the principles of corporate planning and the characteristics of the business plans. The course analyzes consistently the approaches, the methods, the indicators and the technology of the planning of various activities company. Special attention is paid to management consulting in planning. The emphasis is on the analytical methods and the characteristics of the individual company strategies and on the functional sections of the complex corporate plan – marketing, planning for innovation, production, investment in capital construction, human and financial resources. In each topic are affected the issues of the organization, regulation and control. The

Hours per week: 3l + 2s

Type of exam: written

Hours per week: 2l + 2s

Type of exam: written

multidirectional effects of the application of the controlling concept are substantiated. The purpose of the course is to equip the students with knowledge and skills about business planning and control (key management functions) that require possession of skills in advanced planning and capacity to reasonably determine the company objectives, strategies and effective tactical instruments.

Course contents:

General characteristic of company planning – essence, content, principles. Possibilities, requirements and problems to incorporate planning in the terms of European integration. Strategic corporate planning in the terms of European integration. Definition of strategies development company with accounting possibilities and requirements of the European market and the general and structural policies. Types of strategies. Evaluation and selection of strategies. Medium-term and current company plans. Functional sections. Consistency and technology elaboration. Marketing. Marketing research. Forecasts for end-user prices and consumer demand. Pricing grid. Determining the optimum size of manufacture of the product. Planning for innovation. Recruitment and selection of ideas for creating new product. Design new products and creating and testing a prototype. Production and realization of new product. Production planning. Production program – indicators, composition production and scheme elaboration. Production capacities – nature, use and methodology for determination. Balance production capacity. Planning for capital construction. Planning and defining objects, volume and structure of capital investments. Amortization plan and planning balances of material and immaterial fixed assets. Balance of production and sales of produce. Planning of material resources. Determination of material needs. Costing of materials. Indicators the degree of utilization of material resources. Inventory management. Human resources planning (staff). Determining the needs of staff. Determining of the funds for salaries staff. Financial plan. Planning of incomes and expenses of activity the company. Determination of financial result of sales. Planning of total incomes and expenses and determining the total financial result. Planning balance sheet of assets and liabilities company. Investment business plan – nature, purpose. Stages of preparation, economic evaluation, presentation. Control – nature, role, types, process control. Audit of the company. Prerequisites for effective control.

Teaching and assessment

The teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training is given a priority to the practical and independent work of the students.

FUNDAMENTALS OF MANAGEMENT

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The emphasis is upon the theory combined with character applied to the practice and with the difference between the experience of the world leading companies and our governing practice. The program corresponds most directly with more specific management sciences like Personal Management, Industrial Management, Innovative Management, etc. and the programs like Marketing, Microeconomics, and Macroeconomics. The purpose of the academic discipline is to give the students fundamental knowledge on the theory of management providing the base for studying other, more specific management sciences. Expected results: To create skills for practical application of management strategies, policies, methods and tools.

Course contents:

The essence of management. Historical survey. The main schools and trends. Comparative analysis between American, Western-European and Japanese schools of management. Strategic management. Essence and types of strategies. Environment – essence, indicators. Algorithm and construction of a strategy. Strategy, goals and a company mission. Company's culture. Strategic planning – essence, stages, and algorithm. Methods of a strategic analysis. Matrix of BCG and "General Electric". Diversification and competitive strategy. Creation of management structures. Types of management structures. Recommendation about their creation. Mechanism of taking management decisions. Expert evaluations. Taking a group decision. Recruitment policy of the firm. Essence and forms. Motives, stimuli, and needs.

Hours per week: 2l + 2s

Type of exam: written

Maslow's pyramid. Solving of labor conflicts. Nature of leadership activity. Styles of leadership. Leadership and power. Characteristics of a manager. Negotiations conduct. Profile of foreign partners.

Teaching and assessment

The teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training is given a priority to the practical and independent work by students.

EUROPEAN ECONOMIC COOPERATION

ECTS credits: 5

Form of assessment: on-going assessment and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course aims to familiarize students with the prerequisites, the beginning and development of European integration leading to the establishment of the European Union. The course discusses topics, such as the basic principles of the European Economic Community and the European Union, the stages of integration, the main institutions of the EEC and the EU, the main policies and structures of the European Community.

Course contents:

Prerequisites and conditions for European integration first steps of European economic cooperation; Milestones of European Integration, Member States of the EU - the time of entry, problems and successes; Institutions and bodies of the European Union, methods of decision-making in the EU, Economic and Monetary Union - the construction, principles, development, major EU policies, structural and regional policy of the EU as a global player in the world economy; Concepts for the future of the EU.

Teaching and assessment:

Lectures are conducted in the traditional way, students become familiar with the learning material. Charts, maps, diagrams and other illustrations are used in the lectures. The students review related documents and bibliography in libraries and information centers in the EU. They use current information from the Internet. Students need to be informed about the methods of evaluation.

FIRMS' PUBLICS DUTY

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course "Firm's public duty" aims to provide the basic knowledge in the field of financing of various legal registration companies, the problems of the financial and their tax policy, structural and management of capital and assets of the company and the effectiveness of investment decisions. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the topics. The developed rich text material, case studies and practical tasks aimed at reinforcing received as part of the course knowledge to develop and seek their actual application in practice.

Course contents:

Financial system and its relationship with the state of public finances. Taxes. Tax' system and policy. Direct property taxes. Declarations according to the law. Direct income taxes - DODFL. Direct income taxes. Indirect taxes. Excise duties. Excise taxation in the EU. Indirect taxes. Duties and customs policy. Indirect taxes. Value added tax. Conditions for registration and deregistration under the VAT Act. Object, subject, payer and recipient of VAT. Mechanism of the tax credit. VAT on imports. VAT in the EU. Non-tax revenues in the state budget. Social Security Set. Taxes and Financial Control. System of state financial

Academic hours per week: 2l + 1s

Type of exam: written

Hours per week: 2l + 1s

Type of exam: written

control. Court of Auditors. Tax Administration. State Receivables Collection Agency. European public finances and the finances of companies. Exchange rate. Balance of payments. Foreign Debt. EU budget. EU institutions. EU policies.

Teaching and assessment:

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

REGIONAL ECONOMY

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The aim of the course "Regional economy" is to give students a thorough knowledge of: theoretical basis of the regional economy, regional analysis and regional synthesis; regional policy. The main tasks that have to be solved in the implementation of the curriculum are: 1. Understanding the theoretical foundations of the regional economy. 2. Acquiring knowledge and skills for regional analysis and evaluation of regional synthesis. 3. Understanding the assessment of regional policy and competence for regional policy.

Course contents:

Essence, subject, objectives and principles of the regional economy. Methods of regional economy. Development of the theory of the regional economy. Nature of zoning. Types of areas. Districts in Bulgaria. Regional disparities. The region as a system. Main types of interregional connections. Analysis of interregional flows through localization indices. Development of the theory of settlements. The modern theory of urbanization. Settlement network - on the organization of territorial processes. Settlement network in Bulgaria. Nature and general concept of localization. Factors requirements and criteria for localization. Nature and impact of locational decision. Current problems of localization. General Characteristics of relationship "society-nature". Main problem areas. Adjustment possibilities. Nature and specificity of regional efficiency. Performance criteria. Factors of effectiveness. Current trends for increasing regional efficiency in Bulgaria. Regional analysis. Regional synthesis. Factors for the development of regional economy. Regional economic growth. Nature of regional economic policy. Normative foundations. Planned approach to regional economic policy. Regional Economics and Regional Planning. Regional programs. Regional issues in the context of Bulgaria's membership in the EU. Sectoral regional policy. Regional markets. Free economic zones and cross-regional trade. Funding for property and information security as factors in regional economic development.

Teaching and assessment:

The teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training is given a priority to the practical and independent work by students.

PROTECTION OF COMPETITION

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

This course aims to provide theoretical knowledge of the regime of protection of competition and the forms of unfair competition and to give them practical focus and completeness.

The aim of the course "Protection of Competition" is to provide students with in-depth knowledge of competition law, the scope of the LPC (Law on Protection of Competition), the Commission for Protection

Hours per week: 2l + 1s

Type of exam: written

Hours per week: 2l + 1s

Type of exam: written

of Competition (CPC), the penalties imposed by this Commission. The emphasis is on the forms of unfair competition.

Course contents:

Concept of competition law. Identification and assessment of the market. Scope of the LPC. Commission for Protection of Competition - status, composition, powers acts. Prohibited agreements, decisions and concerted practices. Exemptions from the ban. Prohibition of abuse of monopolistic and dominant position. Controlling the concentration between enterprises. General prohibition on unfair competition. Damage of the reputation of the competitors. Imitation. Unfair attraction of customers. Protection of trade secrets. Types of interests. General rules for proceedings before the CPC. Individual types of proceedings. Penalties imposed by the CPC. Public procurement regime. Mode concessions. Public-private partnership. State aid regime.

Teaching and assessment

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

BUSINESS CORRESPONDENCE

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course objective is to form a communicative competence in the use of business language in different situations. Its theoretical and practical orientation allows the acquisition of basic knowledge of business communication and skills for successful composing of business texts and documents in accordance with the normative and methodological requirements of the national and international standards.

The course of lectures presents the main types of business correspondence. They provide knowledge about different genres of the administrative, commercial, protocol correspondence and European institutions' communications on the basis of modern theoretical formulations for business communication. Particular attention is paid to these types of correspondence that are related to the students' future career development. Emphasis is placed on the specifics of the business style, language and etiquette.

Course contents:

Verbal communication and business communication. Types correspondence. Business correspondence and documentation. Legal Basis and tools. Business letter - nature, models, props. Types of business letters and requirements drawn up. CV. Administrative correspondence - organizational disposition documents, reference and information documents and documents of a general nature. Commercial correspondence - sales letters, Contract documents, transport documents. Diplomatic correspondence - elements of diplomatic documents main types of diplomatic correspondence. Language and style of business correspondence.

Teaching and assessment

The teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training is given a priority to the practical and independent work by students.

PUBLIC POLICY

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Hours per week: 2l + 1s

Type of exam: written

The lecture course in "Public Policies" was developed in accordance with the general objectives of the specialty "Business Management and Entrepreneurship". Structurally it covers some basic theoretical, methodological and practical knowledge necessary for improvement of the process efficiency through the development and implementation of public policies. The course's aim is to expand Bachelors students' knowledge of the issues related with the recognition and application of the public policies and their strategic and operational components and also to contribute to the acquisition of complex multi-functional preparation on this basis.

The main tasks that need to be addressed in the process of implementation of the curriculum are:

1. To provide basic knowledge of the public policies nature, principles and main phases.
2. To expand the training and knowledge of the students in order to be ready to develop and implement public policies.
3. To learn the public policies development methodology and their role in the organization's effectiveness.

Expected results: After passing the course, students should have acquired basic knowledge and skills to develop public policies focused on the public management efficiency increase as a whole, which is especially important in view of their future realization.

Course contents:

Public policies. Definition and principles. Formulation of local public policies. Problems in formulating and implementing public policies. Types of analyzes of the environment. Approaches to policy formulation. Stages of development and implementation of public policies Political vision and strategic plan. The municipal council and the municipal administration as generators policies Stakeholder analysis. Formation of local policies with the participation of citizens and businesses. Policy formulation in citizen advisory groups. Public obsazhdane- good and bad practices in the conduct of public discussion. Standards for public consultation. Establishment of public councils. Municipal forums. Objectives, activities and performance of public councils and forums. Implementation of local policies on the principle of project cycle management performance. Teams project management. Forms of setting up the teams, coordination and accountability. The role of monitoring in the implementation of public policies. Basic principles for the conduct of monitoring and evaluation of public policies. Technology and phases for monitoring and evaluation of public policies. Forms of public accountability. Rules of the monitoring, control and evaluation of specific public policies. Determination of indicators. The impact assessment - a tool for better public policies. Pre and post impact assessment.

Teaching and assessment

The teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training is given a priority to the practical and independent work by students.

ACCOUNTING

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Accounting aims to give the students comprehensive knowledge on the theoretical bases and methodological approaches in the line of the registration, producing and preparing the reporting business information and presenting it in their financial statements. Hence, the main accent is put on the necessity of a good knowledge and understanding of the internal logic, structure and contents of the elements of the annual financial report, and also on the comprehensive acquaintance with the mechanisms of reporting accounting processes. This will make clear and will help the future economists, analytics and managers to use in their activities structured accounting information, origin of which they could control and check for fair presentation and compliance with accounting standards. Lectured material, illustrative examples, prepared cases and practical tasks aim to consolidate the knowledge received in the frame of the course, and to push the students in enlarging and developing it individually through real application in their practical work. The discipline is basic in teaching of specialists who graduate the university as economists with high qualification. The course contents are significant for the discipline, connected with Business planning, financial management, Taxation, Finance and tax control, internal audit. It is a base for further

Hours per week: 3l + 2s

Type of exam: written

tuition in special accounting disciplines as Financial accounting, International financial reporting standards, Financial statements, Managerial accounting.

Course contents:

Introduction to accounting. Principles of accounting and documentary evidence. Assets. Sources (capital and liabilities). Business transaction. Revenue and cost. Recording the effects of the business transaction into the balance sheet and income statement. Account. Chart of accounts and verification of the fair recordings in the accounts. Accounting entry. Reporting depreciated assets. Depreciation of long-term assets. Reporting inventories. Reporting cost and revenues and determining the financial result. Stock-taking. Forms of accounting

Teaching and assessment

The teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training is given a priority to the practical and independent work by students.

STATISTICS

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The course "Statistics" was developed in accordance with the general objectives of the subject "Business management and Entrepreneurship". The course explains the statistical learning process as the information and its responsible role for information security management. It reveals the essence and specific application of statistical methods in economic practice. Seminars and workshops are covering various thematic units decomposed into tasks and subtasks.

Course contents:

Statistics - scientific knowledge and practice; Statistical study; Basic terminology and symbolism of the statistical approach; Statistical monitoring; Statistical group, statistical tables and series; Statistical graphs; Statistical analyzes; Statistical values; Averages; Statistical dispersion; Empirical statistical distributions; Theoretical distributions; Statistical inference; Representative /sample/ study; Statistical study of additions; Statistical study of development. Indices

Teaching and assessment

The teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training is given a priority to the practical and independent work by students.

BUSINESS MANAGEMENT

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

Taking into account that the students of Business Management and Entrepreneurship studied the first part, the purpose of the course is to be implemented in practice the knowledge gained from the first part. For this purpose, groups of 3-4 students are asked to develop a business plan based on the choice of a particular enterprise. The course takes place in the form of consultations offered periodically depending on the degree of preparedness of the group. Students receive exemplary embodiment at the latest consultation. On the basis of it they get acquainted with the business program's algorithm. Students had to put into practice the theoretical knowledge of the course "Fundamentals of Management" which is the aim of the course.

Course contents:

Hours per week: 2l + 3s

Type of exam: written

Hours per week: 2l + 2s

Type of exam: written

The course provides to perform analysis of the economic and legal structure of the selected company - subject of activity, type of capital and its structure, analysis of the owners, etc. Analyze the external environment, paying particular attention to consumers and competitors. Calculate the market share of the company based on the outlined spatial limits of the market. Based on statistical analysis the rate of market growth is determined and it is presented into two groups - "large" and "small". Apply a matrix of BCG, "General Electric" and Ansof. Determine the most appropriate strategy depending on the matrix quadrant within the enterprise falls. Analyze the financial position of the company on the basis of a system of 30 economic indicators and tracking the trend of movement. Develops a system of three types of indicators. The prognosis is refracted through the prism of three variants of development pessimistic, optimistic and most likely. Make analysis of the management structure of the company and interaction with the formulated strategy. Calculate the critical mass of production and the "profit zone" and "area of loss" by giving specific recommendations for improving the system of previously calculated economic indicators over the past two years.

Teaching and assessment

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction providing the necessary transition from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment on the first lecture and seminar session.

PRICES AND PRICING POLICY

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course is consistent with the current workload in the specialty curriculum. The course "Prices and Pricing Policy" is included in the fundamental block of the compulsory courses. The aim is to lay solid foundations on which the future will build on knowledge of students in specific disciplines included in the upper courses of the specialty. The course is built on recent advances in theory and practice in the liberalized and the government regulated prices.

Course contents:

Prices as a category of commodity production; Theory prices. Features prices. Pricing factors; Price system; The relationship between prices and the financial and banking instruments; Policy prices; Company policies on prices; National and supranational regulation of prices; Methods of formation and forecasting prices; Liberalization of prices in Bulgaria; State regulation of prices in Bulgaria; Price Control in Bulgaria; Prices and Living Standards

Teaching and assessment:

The teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training is given a priority to the practical and independent work by students.

ENTREPRENEURSHIP

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course has been developed according to the general objectives of the subject "Business Management and Entrepreneurship". It is aimed at revealing the nature, content management and organization of

Hours per week: 2l + 2s

Type of exam: written

Hours per week: 2l + 2s

Type of exam: written

entrepreneurial business in a market economy. The goal of the course is to give students a thorough knowledge of theoretical and practical problems of entrepreneurship and to explore basic approaches to its realization in the contemporary conditions. The main tasks that should be solved in the implementation of the curriculum are: Understanding the theoretical foundations and development of economic theory of entrepreneurship. Understanding the nature and characteristics of entrepreneurship, its role in solving economic problems and the necessary economic conditions and institutional preconditions for its development. Understanding the problems and approaches to organization and management of entrepreneurial businesses.

Course contents:

The economic theory of entrepreneurship. Entrepreneurship in economic theory until J. Schumpeter. Entrepreneurship in economic theory by J. Schumpeter. Entrepreneurship in modern economic theory. Definition of entrepreneurship. Essential characteristics of entrepreneurs and entrepreneurship. Reasons for entrepreneurial businesses. The role of entrepreneurship for economic and social development. Entrepreneurial economy - nature and characteristics. Economic conditions for enterprise development. Role of the State to create an entrepreneurial environment. Entrepreneurship in Small Business - nature and characteristics. Entrepreneurship in the corporate business - characteristic. Institutional preconditions for development of entrepreneurship and small business in the U.S. and EU countries. Development of entrepreneurship and small and medium businesses in Bulgaria. State policy to support entrepreneurship and small and medium business. Entrepreneurial businesses in a globalized world - problems and approaches to evaluation and factors for increasing competitiveness. Major business decisions for the realization of economic activity. Innovation in entrepreneurial activity - nature and importance. Sources of innovation. Evaluation of a new idea. Entrepreneurial analysis and assessment of economic resources (factors of production) and optimizing their use. The risk in entrepreneurial activity. Analysis and risk assessment. Entrepreneurial strategies - types, content and application areas. Entrepreneurial alliances - nature, meaning, organization and management (subcontractors chains, entrepreneurial networks, clusters, franchising). Information support of entrepreneurial activity. Information as a resource. Information System.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

SALES MANAGEMENT AND BUSINESS LOGISTICS

ECTS credits: 3

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The curriculum aims to further expand and deepen the matter and knowledge offered to students in the fundamental course in the fundamentals of marketing. It represents one of the main most significant elements of the position of marketing sales, high application value, since it covers issues of organization and management of marketing of the company's production. It is from the point of view of applied (practical) importance of discipline in teaching and learning it is passed sequentially principle - first study nature, nature, evolution of the process of selling and its place in the marketing concept of the company and on this basis are considered issues management and sales organization, application of modern methods and tools of distribution business (marketing) logistics, etc.

Course contents:

Nature and evolution of selling and the sales process. Nature and evolution of selling. Selling and marketing concept. Personal sales. The role of sellers of businesses. Types sellers. Classification of sales. Specifics of international economic transactions. The process of buying. Behavior of buyers. Interaction between buyers and sellers. Preparation and implementation of sales. Home sales process. Prospektirane and qualification. Preparing for sale. Techniques training sales. Making sales. Approach to customers. Offered sale. Presentation. Techniques realization of sales. Sales tactics. Completion of sales - rules, tips, techniques. Business logistics, marketing logistics and physical distribution. The role of sales manager.

Hours per week: 2l + 0s

Type of exam: written

Management of sales staff. Management, planning and forecasting sales. Quoting sales. Management of commercial areas. Requirements and changes related to the inclusion of Bulgaria in the single internal market of the European Union. Sales organization. Principles. Types of organizational structure of sales. Characteristics of sellers. Recruitment and selection of personnel for sales activities. Training of sales staff. Payment of sales personnel. Assess and monitor the implementation of sales. Sales promotion. Increasing the effectiveness of sales.

Teaching and assessment

To provide a high-quality education to students, discipline combines a flexible variety of methods and forms of education: lectures on key topics, seminars and self-study in the form of coursework. Forms of control are also consistent with the nature of the course - carrying out checks at the end of each module, tests, discussion of case studies during the seminars and written test of knowledge.

MARKETING MANAGEMENT

ECTS credits: 3

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

This course aims to develop the acquired theoretical knowledge in marketing and give them practical orientation and completeness. The course is oriented towards the identification and satisfaction of the customer needs consistent with the company's interests. The processes of analysis, planning, organization and control of marketing activities are discussed. Along with the fundamental knowledge forming skills in applying such knowledge in practice. This determines the interdisciplinary nature of teaching and learning. Expected results - obtained knowledge will help the study of subjects with economic and business focus.

Course contents:

Fundamentals of marketing management. Management of the marketing institution. Marketing solutions marketing process and marketing actions. Management strategies marketing strategies. Experts in the marketing industry and their management. Means and documents for marketing management. Management of the typical types and styles of marketing. Marketing planning and marketing plan. Management activities on preparation and implementation of the marketing plan

Teaching and assessment

To provide a high-quality education to students, discipline combines a flexible variety of methods and forms of education: lectures on key topics, seminars and self-study in the form of coursework. Forms of control are also consistent with the nature of the course - carrying out checks at the end of each module, tests, discussion of case studies during the seminars and written test of knowledge.

ENTREPRENEURIAL STRATEGIES

ECTS credits: 3

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The lectures in this course "Entrepreneurial Strategies" is aimed at revealing the nature and importance of strategies in entrepreneurship, the strategic process and its role in achieving entrepreneurial goals. In the course students are acquainted with the basic strategic approaches used in the process of entrepreneurial management startup, stabilization and growth of business and increase its efficiency and competitiveness, as well as strategies that apply in a situation of survival, recovery or bankruptcy. It is consistent with the requirements for training of specialists in the field of business management and entrepreneurship.

Course contents:

Modern models and approaches of entrepreneurship. Nature and importance of the strategies in entrepreneurial activity. Strategic process and its role in achieving entrepreneurial goals. Entrepreneurial strategies for starting a new business. Creating a new business - advantages, disadvantages and organizational-legal forms. Buying an existing business - advantages and disadvantages. Franchising -

Hours per week: 2l + 0s

Type of exam: written

Hours per week: 2l + 0s

Type of exam: written

nature, economic benefits, risks forms. Entrepreneurial Strategies levels of government - general company (corporate) strategy, business strategy, functional strategies. Generic strategies - nature. Lean strategy to reduce losses and increase efficiency of operations. Lean strategy in starting a business - nature, principles, stages of implementation of Lean Startup approach the business requirements for implementation of the Lean approach in starting businesses, basic practices. Lean strategy in functioning business - nature, principles, tools (methods of application). Entrepreneurial growth strategies. Entrepreneurial strategies for building dynamic innovative companies. Construction and development of competitive advantage based on innovative approaches. Business development through entrepreneurship venture. Essence of venture entrepreneurship. Venture funding. Venture investment. Types of Venture Enterprise. Entrepreneurial Strategies for increasing competitiveness - nature, species. Current strategies for internationalization of business activity. International strategic alliances and partnerships - definition, types, reasons for involvement in them. Strategic business networks - definition, characteristics and types. Entrepreneurial strategies in international marketing of the company. Segmentation strategies - nature, types and uses. Adaptation strategies of a product and promotion in the international market. Pricing strategies - nature and types. Strategies for survival and recovery. Strategies in a situation of bankruptcy.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

LABOUR ECONOMICS

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Labor economics consider labor as a system of social relations. It studies the laws, principles, approaches and practical mechanisms that make up the the policies for impact and stimulation of employees in the process of their economic development. Labor economics is a science of dialectics and labor efficiency in connection with the systematic improvement of productivity, quality and competitiveness combined with the application of modern and progressive forms and payment systems.

The modern forms of remuneration are combined with the need to create conditions for social protection of employees from the legislative requirement to ensure healthy and safe working conditions, the application of rational, healthy and economically justified organization based on aesthetic and leading corporate culture the optimal division and organization of social and individual labor. Labor economics is closely related to detecting the state of population and labor resources, taking into account the needs of the application of modern industrial relations as a condition and prerequisite for achieving the unification of different interests and achieve "social peace", a higher standard of living observing and reporting requirements to ensure the maximum level of employment and population distribution by region and country as a whole.

Course contents:

Labor process and contemporary legal regulation. Reproduction of population and human resources. Labour market and product characteristics of the workforce. Employment and unemployment. Value and cost of labor. Factors determining the level and dynamics of wages. Approaches, mechanisms and systems to determine their remuneration. Social protection of the workforce. Minimum wage. Social Security. Health and safety at work. Work organization and labor standards. Management, use and motivation of the workforce. Efficiency and quality of work. Modern industrial relations. Collective agreement.

Teaching and assessment

Training course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work with students. The course ends with an exam.

ORGANIZATION OF BUSINESS ENTERPRISE

ECTS credits: 5

Form of assessment: on-going control and exam

Hours per week: 2l + 1s

Type of exam: written

Semester: 5**Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

Lectures on the subject "Organization of the enterprise" has been developed in accordance with the general objectives of the specialty "Business Management and Entrepreneurship". Structurally it covers: nature and basic problems of the organization of the production process in the enterprise, essence and basic problems of organization of work in the enterprise, essence and main forms of organization of production. The aim of the course is to provide students with in-depth knowledge in this subject area. The main tasks that need to be addressed in the implementation of the curriculum are: Understanding the essence and the basic problems related to the organization of the production process in the enterprise. Understanding the essence and the basic problems related to work organization in the enterprise. Understanding the essence and main forms of organization of production.

Course content:

Production process in the enterprise. Type and basic forms of organization of production. Parameters of the production process and basic principles of organization of production. Organising the production process over time. Organization of the use of machinery and equipment. Organization of the use of the materials. Labour Organization in the enterprise. Organization and planning of technical preparation of production. Forms of organization of production. Flow form of organization of production. Subject form of organization of production. Multiplayer form of organization of production. Current trends in the development of forms of organization of production. Organization and management of production quality. Organization of the auxiliary and ancillary services and units in the enterprise. Operational management of manufacturing enterprise.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment on the first lecture and seminar session.

MARKET RESEARCH

ECTS credits: 4**Form of assessment:** ongoing assessment and exam**Semester: 5****Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

The main topics of the course in Marketing Research outlines the nature, types, scope and tools of marketing research as a management element of the marketing mix. The course aims at further deepening, widening and concretization of the knowledge acquired by students in the disciplines providing specialized training in management. In order to ensure quality education to students flexible course combines different methods and forms of education: lectures on key topics, seminars and independent work as a course project. Forms of control are also consistent with the nature of the discipline - conducting tests and discussing cases during seminars and written test of knowledge.

Course content:

Introduction to the course. Essence of marketing research. Process of marketing research. Defining the marketing problem. Planning of marketing research. Collecting marketing data. Analysis and assessment. Preparation and submission of the final report. Using the results of the study. System of methods for collecting marketing data. Classification methods of data collection. Interview and questionnaire. Qualitative methods. Observation. Marketing tests. Essence of the samples. Nature and advantages of the sampling approach. Need to buy market research. Preparation of a task. Choosing a market research agency. Analysis offers marketing research. Award of the study. Monitoring and evaluation of marketing research. Study of consumer behavior. Model of consumer behavior. System of factors which influence the

Academic hours per week: 2l + 1s**Type of exam:** written

behavior of users. Buying Process and types of purchasing decisions. Industrial marketing research. Peculiarities in the behavior of firms as buyers of industrial goods. Characteristics of the main methods to study the behavior of firms in the market. Features of advertising research. Study of the advertising content. Study of advertising channels.

Teaching and assessment:

To provide a high-quality education to students, discipline combines a flexible variety of methods and forms of education: lectures on key topics, seminars and self-study in the form of coursework. Forms of control are also consistent with the nature of the course - carrying out checks at the end of each module, tests, discussion of case studies during the seminars and written test of knowledge.

FINANCING THE ENTERPRISE

ECTS credits: 7

Academic hours per week: 3l + 2s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 5

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

Lectures on the subject "Financing of enterprise" has been developed in line with the overall objectives of training in "Business Management and Entrepreneurship". Structurally covers both basic common themes for the funding and financial management of various legal registration companies and specific problems associated with determining the liquidity, solvency and profitability of enterprises, the possibilities of using operational and financial leverage and implement methods for evaluating the effectiveness of investment projects.

The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. Developed rich text material, case studies and practical tasks aim to consolidate received as part of the course knowledge to develop and seek their actual application in practice.

Course contents:

Finance and financial management of the enterprise. Annual financial statements. Analysis of the financial statements of the enterprise. Horizontal analysis. Odds of dynamics. Vertical analysis. Analysis of the structure of assets of the enterprise. Analysis of the capital structure of the company. Analysis of coefficients. Analysis of liquidity, solvency and profitability of the company. Limitations of the analysis of financial statements. Depreciation and amortization policies of the entity. Analysis and management of working capital of the enterprise. Methods for evaluation of assets. Analysis Critical ratios expenses - sales - profit. Capital budgeting. Strategic planning, capital and operational budgeting. Long-term financing of the company. Cost and profitability of financial assets. Raise capital. Sensitivity analysis and simulation methods. Strategic financial planning and strategic control systems. Financial analysis, forecasting and planning in the enterprise. Systems of strategic control. Nature and functions of control in the company. Establishing a system for strategic control. Benchmarking. Issues of strategic control.

Teaching and assessment:

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

ADVERTISING POLICY

ECTS credits: 3

Hours per week: 2l + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 5

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The course "Advertising Policy" is a prerequisite to enrich the social and economic culture of the students, providing the opportunity to use the entire arsenal of knowledge acquired during their training in the

specialty. The course provides a chance for treatment of logical thought, giving an opportunity to generate fresh ideas, encouraging students to appreciate the benefits of unconventional thinking. The course has a key role in the formation of the system of scientific knowledge and skills necessary skilled manager. Based on the general and specific knowledge obtained in the general course in the basics of marketing, training appears to be a logical continuation and upgrade knowledge with parallel acquisition of new knowledge, the formation of habits and skills that will have a high practical value for students their future.

Course contents:

Communications system of marketing. PR (public relations). Origin and development of advertising. Nature and functions. Species. Organization of advertising. The main participants in the advertising process. Motivation of the subject of advertising. Develop creative. Basics of marketing and advertising research. Planning of advertising communications. Organizing and running an advertising campaign. Advertising constants. Printed media publicity. Advertising via electronic radiating equipment. Advertising. Other means of distributing advertising. Sales promotion. Personal sales and sponsoring .

Teaching and assessment

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction , providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment on the first lecture and seminar session.

SOCIAL POLICY AND SOCIAL SECURITY

ECTS credits: 3

Form of assessment: on-going control and exam

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course aims to provide systematic knowledge about the basic issues of social policy and social security. 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. The course is aimed at mastering the principles of social policy and public forms of realization.

Course contents:

Subject and method of science to social policy. Demographic processes and population policy. Human rights and social policy. Lifestyle. Calculation parameters of living. The State and Social Policy. Social policy in the passage. Model of social policy in the country. Social issues of economic destabilization. Poverty as a social phenomenon. Measures of poverty. Corporate social responsibility. Investing in human capital - the criterion culture. Conflicts in social policy. System of state social security (SSS). Advantages and disadvantages of the system of state social insurance. Benefits in the Social Security system. Welfare.

Teaching and assessment:

Teaching is takes the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

LEADERSHIP AND LEADER'S COMPETENCIES

ECTS credits: 3

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The lecture course in the subject of "Leadership and Leader's Competences" is developed in compliance with the general objectives of the specialty of Business Management and Entrepreneurship. Its structure

Hours per week: 2l + 0s

Type of exam: written

Hours per week: 2l + 0s

Type of exam: written

covers basic theoretical-methodological and applied knowledge of the essence of leadership, leader's quality, leader's styles and the major theories of leadership. **The objective of this academic subject** is to extend the students' knowledge of the issues related to the formation of leader's qualities and application of leader's styles and based on that to contribute to their complex multi-functional training without repeating basic issues that are studied by other academic subjects and mainly by Fundamentals of Management and Strategic Management. **The major tasks** to be resolved in the implementation of the syllabus are, as follows:

1. To provide basic knowledge of the essence of leadership and leader's qualities.
2. To extend the students' training and knowledge of the issues related to the application of leader's styles.
3. To learn the methodology of development and application of a conception of development of leader's qualities by the part of the organizational leader.

Contents of the course

Essence of Leadership. Leadership and needs. Specifics of organizational leadership. Requirements for organizational leadership in the contemporary socio-economic conditions. Similarities and differences between leaders and managers. Leadership competencies and skills. Leadership styles as different management approaches. Theory of bounds. Situational theory. Personal - situational theory. Theory of interactions and expectations. Humanistic theories. Theories of the exchange. Motivational theories. Theory of leadership roles. Synthetic (complex) theory of leadership. Socio-psychological model for the development of leadership competencies of the head. Concept development of leadership competencies of the organizational leader.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

ENTERPRISE ACCOUNTING

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The curriculum is developed in accordance with the acting legislation of the country in Accounting - Accountancy Act, International Accounting Standards and National Accounting Standards, National Chart of Accounts and other credentials. It includes fundamental and practical knowledge of accounting which is adequate to the requirements of the market economy. The program is structured in accordance with the advancement and participation of funds in business following the subject approach. Significant attention is paid to the issues of the creation and presentation of effective accounting information for the past reporting period to serve for the preparation of periodic and annual financial reports.

Course content:

Scientific bases of accounting in market economy. Accounting capital of enterprises. Accounting and reporting of fixed assets. Accounting and reporting of financial instruments. Accounting of commodity inventories. Accounting of biological assets. Accounting of labour and its cost. Company accounts with other legal entities and persons. Accounting of cash. Accounting of costs. Calculation of costs and salary costs of production and services. Accounting of revenue from the sale of goods and services and others. Reporting the results of the enterprise. Accounting of business communications. Simplified accounts. Unilateral accounting. Annual financial statements of business enterprises with double entry accounting.

Teaching and assessment:

Training course takes the form of lectures and seminars. Topics of seminars followed those taught during lectures. Students are informed in advance of the seminar topics. During the seminars they deal with tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making correct conclusions and decisions. Students have to do a writing task during the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria of current control.

Academic hours per week: 2l + 1s

Type of exam: written

SERVICE MARKETING

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Clarify the most important issues of marketing in services. Emphasis is placed on the specifics of the service market and related problems of the choice and combination of marketing tools. Particular attention is paid to the assortment and innovation policy in services. The roles of communications and prices in a highly competitive market of services and the need for flexible marketing strategies and tactics for successful business companies dealing in services.

Course contents:

Services market. Marketing environment of business services. Marketing tools in the service. Policy assortment of services. Pricing policy in services. Communication policy in services. Competition and competitiveness of services.

Teaching and assessment

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction, providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment on the first lecture and seminar session.

Hours per week: 2l + 1s

Type of exam: written

SPSS

ECTS credits: 5

Form of assessment: on-going assessment and exam

Semester: 5

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The curriculum has been developed as an abbreviated course for the specialty "Business Marketing and Advertising". The discipline SPSS is a natural continuation of the studied curriculum in Statistics in order to establish a connection between the theoretical material and its practical application in solving problems through a computer program for statistical data processing. SPSS is a specialized computer program used to systematize, process and analyze statistical information. The use of SPSS as a computer application will facilitate computational work in processing extremely large arrays of statistics, which improves students' skills in their future professional performances.

Course contents:

Application and functions of **SPSS** in statistics. Characteristic features of the statistical approach for analysis. Basic types of data as an information base of statistical analysis. Stages, conducting and presenting statistical data in the course of the statistical research. Data collection and data entry in electronic form. One-dimensional and cumulative groupings (frequency distributions) by measured and unmeasured signs. Graphic images for visual presentation of statistical data. Statistical descriptive (situational) research. Types of algebraic and non-algebraic means in **SPSS**. Statistical scattering measures in **SPSS**. Sampling (representative) statistical research. Statistical study of data development in electronic form. Statistical study of dependencies - realization of variance and correlation analysis by **SPSS**.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training, priority is given to practical and independent work of students.

Academic hours per week: 2l + 1s

Type of exam: written

INTERNATIONAL BUSINESS

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 6

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The subject of International Business is of a particular significance with regard to the students majoring Business Management and Entrepreneurship for its exceptionally important role in the field of foreign trade exchange and other forms of international cooperation for the development of the business of the company and of Bulgarian economy. This subject offers the students a specialized training of practical nature. The major attention is focused on the technology of performance of the various types of foreign economic operations studying in sequence the phases of their preparation, conclusion and implementation. A special stress is put on the traditional foreign trade transactions based on the principles of international deal of sale and purchase: brokerage operations, re-export operations, exchange and barter deals, leasing, transactions on organized exchange markets. Some more complex and non-traditional foreign economic operations taking a significant place in the companies' international business shall be studied, too.

Course contents:

Foreign economic activities of the companies in the circumstances of liberalization of international trade, European economic integration and harmonization of legislation within the EU. International sales deals. International sales contract. Brokerage operations – re-sale, commission, consignment, commercial agency. Re-export. Deals for foreign resources processing. International trade exchanges. Barter. International leasing. Stock and commodity exchange operations. Auction. Tender procedures. International production cooperation. Joint ventures and Consortia. International engineering. International leasing agreement. International franchising.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

MANAGEMENT OF INNOVATIONS

ECTS credits: 5

Form of assesment: on-going assessment and exam

Semester: 6

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

In the lectures' course are presented in a systematic way the views, knowledge and definitions of leading authors and economists, which characterize the nature and content of the course in management innovation. Innovations are presented in their functional and technological sequence of both possible and most widely studied levels - macro and micro level, where these interpretations, conclusions and opinions mutually imply the determination of the functionality. The aim of the course is to provide solid knowledge and skills in this crucial area of modern economy. Analyse the activity of an integrated approach to innovation. The course discusses a number of general and specific / private / economic features, which characterizing strategies, forms and means for the implementation of innovation in the country, indicate the subjects and the necessary attributes for implementation and realization of innovation. All of this reveals the degree of innovation activity and the possible barriers before them, the state forms and the pace of innovation in our country, the European practices in this regard, etc.

Course contents:

Introduction, aim and objectives of the course. Successful management of innovation - strategic task under the current economic conditions. Innovation - the central problem of the strategies and policies of development of modern economy. Actual meaning and content of the activity. Role of innovation in entrepreneurship. Innovation process. Terminology and stages of the innovation process. Classifications of innovations. Attribute classification - type of innovation. Strategies for innovation. Innovative strategies

Hours per week: 2l + 1s

Type of exam: written

Course hours per week: 2l + 1s

Exam type: written

now. Key strategies for product innovation. Main strategies for process and organizational innovation management. Venture capital. Innovation Networks - a new paradigm for creating diffusion of knowledge and innovation. Innovation networks and positions the company. Establishment of technological knowledge into economic activity. Smart grids and innovation. Cultural characteristics of the environment. Characteristics of the innovator. Innovation activity and barriers to innovation. Overcoming barriers to innovation. Information needs and innovative processes in the "new economy." Innovation and Intellectual Property. International cooperation in the field of intellectual property. Copyright and the rights of the native. Industrial Intellectual Property, Patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and shuttle technology. New developments in intellectual property. Management of innovation and trends in innovation. Innovation manager and corporate behavior. Corporate culture and company policy. Innovation activity and the most significant barriers to innovation in the country. Building innovative infrastructure in Bulgaria.

Teaching and assessment:

Teaching is in the form of lectures and seminars. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

BUSINESS MANAGEMENT

ECTS credits: 5

Form of assesment: on-going assessment and exam

Semester: 6

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

In connection with the rapidly changing economic situation, the course "Business Enterprise" covers the formation and building of extensive business and entrepreneurial qualities and skills. This mandatory course aims to dorazvie acquired theoretical knowledge in the field of entrepreneurship and to give them practical and completeness. The program envisages address major issues concerning the education of entrepreneurial thinking and behavior as the basis for building a successful career in entrepreneurial business.

Along with the fundamental knowledge to develop skills in applying this knowledge into practice. This determines the nature and methodology of teaching, training and the expected results, so that the resulting knowledge to support learning the disciplines of economic and business focus.

Course contents:

Business - the main form of realization of entrepreneurship. Entrepreneurship in a market economy. Entrepreneurship as a factor in economic development. Entrepreneurship in small business. Nature and characteristics. Advantages and disadvantages. Socio-economic importance. The role of entrepreneurship in small businesses to increase employment. Corporate entrepreneurship. Role, characteristics and perceptions. Objects of corporate entrepreneurship. Factors influencing corporate entrepreneurship. Forms of corporate entrepreneurship and mechanisms for implementation. Youth and female entrepreneurship. Reasons and factors for business start-ups by women and youth. Features of female and youth entrepreneurship. Entrepreneurship in Family Business. Definition of family business. Characteristics of family entrepreneurship. Conditions for successful family enterprise. Advantages and disadvantages. Management of Family Business. Ensuring business continuity. Entrepreneurial idea and start your own business. Reasons for business creation. Deciding to start a business. Stages of formation of the entrepreneurial idea. Preliminary market research, environment and evaluation of financial resources. Approaches for starting a business - creating a new company, acquiring an existing business franchise. Major business decisions for the realization of economic activity. Entrepreneurial risk. Concept of entrepreneurial risk. Types and classification of risks. Methods of risk analysis. Assessment methods and reduce entrepreneurial risk. Entrepreneurial associations. Entrepreneurship in the networked economy. Subkontraktorstvo. Entrepreneurial networks. Clusters. Franchise. Outsourcing. Entrepreneurial strategies - types, content and application areas. (Strategies of Porter. Strategies P. Drucker) Entrepreneurship in the global environment. Features. Internationalization of entrepreneurial activity. Essence. Importance. Approaches to internationalization. Entrepreneurship in the EU, US and Japan. Key features and comparative analysis. Information support of entrepreneurial activity. Information as a resource. Information System.

Course hours per week: 2l + 1s

Exam type: written

Teaching and assessment:

Teaching is in the form of lectures and seminars. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

ANTI-CRISIS MANAGEMENT OF THE ENTERPRISE**ECTS credits: 4****Course hours per week: 2l + 1s****Form of assesment: on-going assessment and exam****Exam type: written****Semester: 7****Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

Annotaion:

Lectures "Anti-crisis Management of the Enterprise" has been developed in line with the overall objectives of the subject "Business Management and Entrepreneurship". Structurally covers basic theoretical and methodological and practical knowledge about the nature, diagnosis and prediction of crises, developing management concept now in crisis prevention and crisis situations. The aim of the course is to expand students' knowledge, BSc, regular training on issues related to the development of the concept of enterprise management in crisis situations and prevent crisis situations and on this basis to contribute to the acquisition of complex multifunctional training without duplicating the key matters which are the subject of other disciplines, mainly the "Fundamentals of Management", "Management Decisions" and "Strategic Management".

Course contents:

Cycle of economic development. Nature, classification and factors of crisis situations and phenomena. Crisis in the enterprise. Diagnostic phases of crises. Crisis situations and strategies. Strategic planning in crisis situations. Methods for predicting the crisis phenomena. Controlling the operation of the enterprise. Evaluation and analysis of financial and economic activity. Development of a concept for managing crisis situations. Antitsipativno reactive and crisis management. Strategic and operational response measures. Implementation of the concept of crisis management. Functions of management in crisis situations. Methods for overcoming the crises. Prevention of crisis situations. Formation of the management team in crisis situations.

Teaching and assessment:

Teaching is in the form of lectures and seminars. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

COMMERCIAL LAW**ECTS credits: 5****Academic hours per week: 2l + 1s****Form of assessment: on-going assessment and exam****Type of exam: written****Semester: 6****Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

Annotation:

The course aims to provide knowledge for codification of the rules governing the diversity and complexity of social relations in national and international trade flows in order to address key issues related to the application of law. The study involves qualification of legal situations through reflection and interpretation of commercial law; evaluation of the effectiveness of the legal framework by considering the fairness of alternative solutions and resolving conflicts of legal norms; summarizing and analyzing case law by integrating the results of law enforcement in the economic and social system and new areas of law application.

Course contents:

Scope and method of discipline. Commercial law. Action by time, place and to individuals. Scope and method of discipline. Commercial relationship. Sources. Specific modes. Traders. Legal regime. Sole trader. Companies. Commercial representation. Management systems. Property and personal rights of the

partners (shareholders). Capital - stocks and shares. Transactions with companies and parts thereof. Relationship between partners. Membership relationships. Sale of shares. Legal consequences. Commercial transactions. Commercial sale. Special types of sales. Lease transactions. Commission transactions. Banking transactions. Transformation of trading companies (TC). Bankruptcy. Conversion. Merger, division of TC. Termination of TC. Liquidation of TC. Bankruptcy. Procedure - stages. Recovery plan. Effects of the proclaimed decision. The bankruptcy estate. Distribution of liquidated assets.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction providing the necessary transition from one topic to another. In the process of familiarizing students with the new theme a discussion is made to achieve continuity between lectures and to make students come to their own conclusions. Semester certification is obtained under the conditions of the internal rules and regulations of SWU "Neofit Rilsky". The course ends with an exam.

ENTREPRENEURIAL SKILLS AND BUSINESS ETIQUETTE

ECTS credits: 5

Academic hours per week: 2l + 1s

Form of assessment: on-going testing and exam

Type of exam: written

Semester: 6

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

Today, business etiquette as a practical skill is economic necessity. Personality - to get and maintain the required work to provide career development to improve their effective professional representation to obtain satisfaction from their work. About the company - to raise the level of your company culture, to be competitive and to create a good name to its partners and customers. The purpose of the course is students to acquire new knowledge and skills to apply ethical standards in making quality professional solutions. Knowledge management business etiquette will provide benchmarks for selection of acceptable behavior in problem situations in business. Business etiquette allows to develop optimal and lasting relationships with partners. Knowledge of business etiquette as an important part of business communication, provides behavioral level coordination of interests of all participants in communication.

Course contents:

Business Etiquette - origination and development. Differences between classical label and business etiquette. Business card. History of the business card . Preparation and use of business cards. Business correspondence . The business letter. Use fax . Internet. Email in business communication . Skype. History of the greeting card. Telephone Business Etiquette. Mobile calls to business communication. Basic principles and tools of business etiquette. Business talk. Negotiations. Principles in conducting business negotiations. Public speeches. Report. Presentation. Personal business communication. Business acquaintances. Clarification and application of the business look. Nonverbal communication in business communication. International non-verbal communication. Relationships such as "Head - Official". Relations 'officer - head". Business etiquette for employees. Relationships with colleagues. Team building. Emotions and relationships. Relationships with partners and customers. Speech etiquette. Types of speech culture in business communication . "Road" label .

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction , providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment on the first lecture and seminar session.

IMPACT ASSESSMENT

ECTS credits: 5

Hours per week: 2l + 1s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 6

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The course "Impact Assessment" has been developed in accordance with the general objectives of the specialty "Business Management and Entrepreneurship". Structurally it covers basic theoretical and methodological and practical knowledge for improving efficiency in the management process. The impact assessment is a management tool for opradelyane the possible effects of decisions and their impact.

The aim of the course is to provide basic knowledge on the substance of impact assessment as a management tool. To expand knowledge of students bachelors in problem-oriented analysis and consultation process with stakeholders. To justify the need to take decisions on the basis of arguments and develop options for possible action. To present approach of alternative thinking and comparing options to overcome problems and achieve set objectives and expected results.

The main tasks that need to be addressed in the implementation of the curriculum are:

1. To provide basic knowledge about the nature, principles and relevance of impact assessment.
2. To expand their knowledge and acquire skills for analytical and critical thinking, creating alternatives and assess the implications of their implementation.
3. To learn methods for impact assessment.
4. To gain knowledge on methods for RIA national policy on small and medium enterprises (SMEs).
5. To expand the knowledge to determine the stakeholders and their influence on decision making.

Expected results: After passing the course, students should have acquired basic knowledge and skills to perform problem-oriented analysis, identify causes, develop variants of solutions and assess their impact. Students should know the standards and approaches to identify stakeholders, identify their interests and understand the importance of consultation mechanisms for making mutually acceptable solutions.

Course contents:

Impact Assessment (IA) - basic concepts. Types of impact assessments. Pre and post. Complete and partial IA. Significance of impact assessment. Basic Principles. Problem-oriented approach. Defining the problem. Evidence of a problem. Analysis of the causes that have given rise to the problem (primary and secondary reasons). Stakeholders. Identification of stakeholders and their attitudes towards the problem. Determination of the interests of stakeholders (mapping). Working with stakeholders. Consultative process. Variants of action (development scenarios). Defining goals. Definition of "SMART" goals. Link between objectives and stages of impact assessment. Variants of action. Identification of variants of action. Impact analysis. Identification of impacts and identifying the most significant of these (economic, social, environmental, legislative and other impacts). Specific effects on small and medium-sized enterprises (SMEs) assessment of administrative costs. Consultations with representatives of SMEs. Measuring the impact on SMEs. Evaluation of alternatives and measures to reduce the impact on SMEs. Comparing the options of action. Comparative assessment of the key influences. Comparative assessment of policy options. Monitoring and evaluation. Identifying indicators.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Evaluating students' performance in the learning process is consistent with the requirements of Ordinance № 21/30.09.2004 on the application of the system of accumulation and transfer of credits. Semester certification is obtained under the conditions of the internal rules and regulations of the SWU " N. Rilski". The course ends with an exam.

SALES TECHNIQUES AND NEGOTIATION

ECTS credits: 5

Form of assessment: on-going testing and exam

Semester: 6

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

Academic hours per week: 2l + 1s

Type of exam: written

This course aims to develop the acquired theoretical knowledge in marketing and give them practical orientation and completeness. The program provides the examination of major issues concerning the nature and characteristics of the process of sales management. Along with the fundamental knowledge forming skills in applying such knowledge in practice. This determines the interdisciplinary nature of teaching and learning. Expected results - obtained knowledge will help the study of subjects with economic and business focus.

Course contents:

Nature and historical development of selling. Sales process - the beginning of the sales process, implementation and completion of the sales. Types of sales activities. Personal sales. Sell the phone. Sales promotion. Adaptive sale. Sales techniques. Characteristics of sellers. Recruitment and selection, training and remuneration of staff in trade. Sales management. Business ethics and social aspects of selling.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Evaluating students' performance in the learning process is consistent with the requirements of Ordinance № 21/30.09.2004 on the application of the system of accumulation and transfer of credits. Semester certification is obtained under the conditions of the internal rules and regulations of the SWU " N. Rilski". The course ends with an exam.

SMALL BUSINESS MANAGEMENT

ECTS credits: 5

Academic hours per week: 2l + 1s

Form of assessment: on-going testing and exam

Type of exam: written

Semester: 6

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures on the subject "Small Business Management" was developed in accordance with the general objectives of the specialty "Business Management and Entrepreneurship". Structurally it covers both basic general management issues small business and problem management functional areas of its business.

The aim of the course "Small Business Management" is to provide students in-depth knowledge of process management in small businesses and to learn about the basic approaches of its realization in modern conditions.

Main tasks that need to be addressed in the implementation of the curriculum are:

1. Understanding the nature and role of small business in socio-economic development, the necessary economic conditions and institutional preconditions for its successful operation and theoretical bases of management of small businesses. Content and the role of business development projects of the organization.
2. Acquiring knowledge about the nature and characteristics of the management of the functional areas of small business. Getting to know the problems and approaches to organization and management.

Course contents:

Definition of small businesses. Meaning and definition. Criteria for determining the size of the business. The role of small businesses for socio-economic development. Needed economic conditions and institutional preconditions for its successful operation. Features of small business features, advantages, disadvantages, limitations and reasons retaining its development. EU small business development. EC policy for SMEs. EU measures to promote small businesses. Small Business Development in Bulgaria. Creating a small business - nature and specifics of the enterprise. Legal form and registration of company. Positioning and organizational and management structure of the small enterprise. Nature and characteristics of the management process for small companies. Current and strategic management - nature, special features, advantages. Nature and necessity of strategic management. Concepts for the strategic management of small businesses. Key influencing factors in strategic management. Analysis and evaluation of the impact of external factors. Approaches for analyzing internal state of small business. Features and conceptual apparatus in strategic management in small companies. Approaches in developing corporate strategies. Functional analysis. Evaluation of competitiveness. Defining the mission and goals of SMEs. Development and selection strategies for small businesses - criteria and requirements. Types of strategies -

at management levels, generic strategies, strategies for: survival and recovery in a situation of bankruptcy, growth, internationalization. Business Planning for SMEs - nature, importance and types of business plans. Structure of the business plan. Develop a business plan for small business. Information support driving. Management of company activities at least the Enterprise marketing, manufacturing, finance, investment, innovation, human resources management.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Evaluating students' performance in the learning process is consistent with the requirements of Ordinance № 21/30.09.2004 on the application of the system of accumulation and transfer of credits. Semester certification is obtained under the conditions of the internal rules and regulations of the SWU " N. Rilski". The course ends with an exam.

E-MANAGEMENT AND E-GOVERNMENT

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 6

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The lecture course in "E-management and E-governance" was developed in accordance with the general objectives of the specialty "Business Management and Entrepreneurship". Structurally it covers some basic theoretical, methodological and practical knowledge necessary for improvement of the process efficiency through the development and implementation of e-governance and some basic leadership competencies. The course's aim is to expand Bachelors students' knowledge of the issues related with the recognition and application of the e-governance in the context of the acquisition and development of leadership skills and also to contribute to the acquisition of complex multi-functional preparation.

The main tasks that need to be addressed in the process of implementation of the curriculum are:

1. To provide basic knowledge of e-governance's nature, principles and main phases.
2. To identify the main leadership competencies in the e-governance context.
3. To expand the training and knowledge of the students in order to be ready to develop and implement e-governance.
4. To learn the leadership competency models' development methodology and how to apply these models to their practice.

Expected results: After passing the course, students should have acquired: basic knowledge and skills related with the effective usage of the e-governance's resources; how to focus on their leadership competencies efficiency's increase, which is especially important in view of their future realization.

Course contents:

E-governance and public management. Basic theoretical characteristics. Information society and e-government. E-governance and effective public services. E-government. Strategic components. Competency models. Development and application. Leadership in a contemporary context. Theories and approaches to leadership. Strategic human resources management and competency model. Personality factor in management. Key features of the personal factor in the management process. Management and leadership - nature and distinctions E-governance as part of the digital economy. Good practices. Stages of development of e-governance in Bulgaria. Managing change in organizations from the public sphere and its relation with leadership. Basic shapes, types and properties of change. Basic models of change. Typology of change. Main types, shapes and properties. Models of perception of the change management process changes. Diagnosing the need for change. Planning changes in the organization: approaches, methods and tools. Making changes and the role of leadership reengineering as a component of e-governance. Open and transparent data management.

Teaching and assessment

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction , providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in

order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment on the first lecture and seminar session.

SOCIAL ENTREPRENEURSHIP

ECTS credits: 4

Academic hours per week: 2l + 1s

Form of assessment: on-going testing and exam

Type of exam: written

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The lectures on the subject "Social Entrepreneurship" was developed in accordance with the general objectives of the bachelor program "Business Management and Entrepreneurship". Structurally it covers both basic common problems of the nature and forms of Entrepreneurship and specific problems of social entrepreneurship as a form of social innovation; types of social enterprises, development of social projects and the characteristics of social risks; developing business plans for social enterprise and entrepreneurial culture.

The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. Developed rich text material, case studies and practical tasks aim to consolidate received as part of the course knowledge to develop and seek their actual application in practice in their future career.

The aim of the course "Social Entrepreneurship" is to provide students in-depth knowledge of the nature, content and forms one of the main forms of social innovation, their institutional basis, economic organization and management mechanisms. Social entrepreneurship is a tool for solving important social problems in society, stimulate competition and create conditions for more employment in the labor market.

Course content:

Social sphere and man's place in it. Nature and functions of the social economy. Entrepreneurship and social entrepreneurship. Role of social entrepreneurship in the socio-economic system. Social entrepreneurship - form of social innovation. Regional characteristics, in developed countries and countries in transition. European directive. The social Enterprise - specificity and basic organizational forms. Main types of social enterprises. Features of business models in social entrepreneurship. Organizational structure of social enterprises. Funding of social enterprises - nature and sources. Social project. Entrepreneurial risk and peculiarities in the social sphere. Business plan for entrepreneurship. Measuring social impact is-necessary and fundamental indicators. Corporate social responsibility (CSR) - nature and content. Responsible business practices and social dimensions. Development of social entrepreneurship. Legal and institutional environment.

Teaching and assessment:

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

MANAGEMENT OF HUMAN RESOURCES

ECTS credits: 6

Hours per week: 2l + 2s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Students will become familiar with current thinking, practical approaches and tools for human resources management. During the 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 differentiate into specific methodology and technology for application to various systems, programs

and tools. Special attention will be given to motivation and mobility. Students 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 contents:

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 new human resource. System for training and skill development. System evaluation and attestation. Labor productivity and payment system. System safety and health.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

MANAGERIAL DECISIONS

ECTS credits: 4

Form of assesment: on-going assessment and exam

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

Lectures on the subject "Management Solutions" have been developed in line with the overall objectives of the specialty "Business Management and Entrepreneurship". Structurally it covers basic theoretical, methodological and practical knowledge about the selection, methods and models, and the process of decision-making. The aim of the course is to expand students' knowledge about the basic training issues for decision making and on this basis to contribute to the acquisition of multifunctional training complex without duplicating key issues which are the subject of other disciplines.

Course contents:

Managerial decision-making process. Problems and solutions: economic-mathematical models. Factors influencing managerial decision-making. Specific techniques in the phase of preparation of managerial decisions. Methods of managerial decision-making. Development and implementation of managerial decisions. Decision-making, implementation and analysis of results. Multi-criterion choice and evaluation system. Development and control of implementation of decisions. Risk at managerial decision-making.

Teaching and assessment:

Teaching is in the form of lectures and seminars. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

ECONOMIC BUSINESS ANALYSIS

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Hours per week: 2l + 2s

Type of exam: written

The training course on "Economic analysis of business" is a concrete expression of the need for research and the establishment of attention to changes in market determinants on the status and functioning of each business unit. Studying the course, the students will receive knowledge of disclosing the economic side of the material and financial conditions to which the main business of the company. These results will be obtained as concentrates on the nature, methods and tools of economic analysis . In light of the analysis of the economic strategy of the business will monitor the relationship between the market, customers, competitors, market prices, revenues, profits, cash flow, costs, production program implementation.

Course contents:

Content of the theory of economic analysis. Tasks of economic analysis. Economic analysis in the context of system analysis. Nature of the economic analysis. Methods and techniques of economic analysis. Methods of economic analysis of the business of the enterprise. Information on the economic analysis. Reporting economic information. Species. Quantitative parameters of economic processes and phenomena. Economic analysis and application of accounting and financial information. Analysis of the economic strategy of the business. Key aspects of the economic analysis. Differences between economic and financial analysis of the business. Economic indicators for the business enterprise. Analysis of the market, customers and competitors. Forecasting market prices. Marketing strategy. Economic analysis of the production program and production facilities. Economic analysis of investment projects. Economic analysis of one-off costs. Economic analysis of current costs. Economic analysis of earnings and profits of the enterprise. Economic analysis of cash flow in the business. Valuation of the fixed assets of the company and its depreciation.

Teaching and assessment

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction , providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment on the first lecture and seminar session.

CONSUMER BEHAVIOR

ECTS credits: 4

Form of assesment: on-going assessment and exam

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

The study and knowledge of consumer behavior in the market, as part of marketing, is essential to the success of any company in the market. For students is important to study the various manifestations of consumer behavior and the main factors that determine it. The training course has a purpose to promote awareness of the need for knowledge of consumer behavior and to answer the question of how to adequately response in certain situations. So it is necessity to create skills in students to recognize different types of behavior, the reasons for that and on this base what type of approche should be applicable to any behavioral reaction.

Course contents:

Theoretical bases of consumer behavior. Process of making a purchase decision: Theory of consumer behavior and process of making desicion. Factors determining consumer behavior: cultural, social, personal and psychological factors behind consumer behavior. Process of deciding on the purchase of industrial goods: Marketing feature of industrial markets and organizations - buyers, process of deciding for buying industrial goods.

Teaching and assessment:

Teaching is in the form of lectures and seminars. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

STRATEGIC MARKETING

ECTS credits: 4

Course hours per week: 2l + 1s

Form of assesment: on-going assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

Lectures on "Strategic Marketing" have developed in accordance with the general objectives of the subject "Business Management and Entrepreneurship". Structurally covers basic theoretical and methodological and practical knowledge about the strategic role of marketing elements for building of business strategy, marketing incarnations, marketing strategies for entering new markets, marketing strategies for emerging markets, marketing strategies for mature markets, marketing strategies directed to declining markets and strategic marketing plan. The aim of the course is to expand students' training on a marketing strategy, strategic marketing plan and on this basis to contribute to the acquisition of complex multifunctional training without duplicating the key issues covered in other courses and mainly on "Marketing", "Marketing Research" and "Business Planning and Control".

Course contents:

Nature, elements and characteristics of the marketing environment of the firm Influence of marketing environment on the organization of the firms, strategic role of marketing. Corporate, marketing and business strategies. Competitive factors affecting the market orientation of the firm. Strategic momentum. Elements of corporate business strategies. Mission, corporate goals, objectives of business units overall development strategy, planning based on the amount and sources of synergy. Business strategies and their marketing incarnations. Strategic decisions at the business unit. Elements of alternative business strategies. Changing strategies at different stages in the product life cycle. Business strategies for global competition. Marketing strategies and life cycle curve. Characteristics and phases of the product life cycle. Product development. Variable scope and evolution of the industry. Marketing strategies for entering new markets. Aims to develop a new product. Problems with strategies for entering new markets. Components of the marketing strategy to fill a niche market. Components of the marketing strategy of "skimming the cream". Marketing strategies for emerging markets. Opportunities and Risks of Emerging Markets. Marketing strategies market leader in a growing market. Problems in mature markets. Problems of the weakening markets. Marketing strategies for mature markets. Strategies to maintain the share of this market. Strategies to increase sales volume. Enhanced penetration strategy. Market expansion strategy. Marketing strategies for a declining market, strategic marketing plan. General structure of the strategic marketing plan. Content of the strategic marketing plan.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

ORGANIZATIONAL BEHAVIOUR

ECTS credits: 4

Hours per week: 2l + 1s

Form of assesment: on-going control and exam

Type of exam: written

Semester: 7

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The aim of the training course is the students to acquire knowledge about the organization and how it operates, what are the needs of the people and how it can be organized, in a way that its own goals to be achieved in the best possible way. Students should expand their knowledge to the functioning and development of the organization, for the rules which determine how people work together, to learn about the psychology of the organizational behavior. Knowing the theory of the organizations and their objectives, the acquired knowledge about the rules under which they work will give students the necessary preparation for their successful realization in practice.

Course contents:

Organizational behaviour as a scientific area and academic discipline- nature, objectives levels of analysis approaches. Founding concepts of organizational behaviour - for the nature of a human being, for the nature

of the organization. Individual employment behavior – individual differences, dynamics of individual differences. Motivation. respect. commitment. Reasons and motivation in the area of organizational behaviour. motivation models. Types of motivation for work – attitude, involvement, commitment. Organizational theories. Groups in the organizations. Nature. The role of the organizational status and socialization. Formal groups and structure. Nonformal groups and structures, non formal organizations. Image of organization. Organizational culture. Forms. Functions of organizational culture. Establishment and development of organizational culture. Interpersonal behaviour in the group. Nature, types, problems. Interpersonal dynamics in the group. Authority, rule, organizational policy. Conflicts, types of conflicts, conflict situations. Strategies for conflict management. Guidance and leadership. nature and differences. concepts for guidance and leadership. Quality of working process. stress and its management. counseling. Group dynamic. the group as an effective team. Change management

Teaching and assessment:

Teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

BASICS OF MANAGEMENT ACCOUNTING

ECTS credits: 4

Academic hours per week: 2l + 1s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 7

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The proposed curriculum is focused on the study of issues of creation and use of accounting information for internal management needs of the enterprise. The course includes problems about the nature and classification of expenses in different areas - assessment of inventories in the annual accounts and management of decision-making and the needs of internal control performance. The advantages and disadvantages of the different methods applied in the developed countries are identified. The program includes the traditional new methods for allocating indirect costs – the “ABC” method.

Course contents:

Nature and role of management accounting. Classification of costs and revenues. Accounting information to assess inventory and determination of the financial result. Method for calculating the cost of individual orders (custom method). Method for calculating the cost for technological processes (processing method). Method for calculating the cost of associated and related products. Method for calculating the cost of technological processes (processing method). Accounting information and managerial decision-making. Quantitative and qualitative factors in decision-making and influence of the restrictive conditions. Concept of costs that depend on decision makers. Quantitative and qualitative factors in decision-making and influence of the restrictive conditions. Accounting information in making decisions about maintaining or closing activities for the purchase or production of a product and determining the combination of products in order to maximize profits. Method "ABC" - calculates the cost of different types of operations (activities). The use of accounting information in pricing. The process of short-term planning - nature, stages. Budget preparation for sales, production, inventories, direct and indirect costs, cash receipts and payments. Method for calculating the cost for technological processes (processing method). Method of regulatory cost and deviation analysis.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

MANAGERIAL SKILLS

ECTS credits: 4

Academic hours per week: 2l + 1s

Form of assessment: on-going testing and exam

Type of exam: written

Semester: 7**Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

The course examines major issues of the manager's work related to the organization and management of his labor, necessary skills for decision making and control of their execution, his work with the personnel, organization and holding of meetings and conferences, work documents, etc. The main tasks that need to be addressed in the implementation of the curriculum related to learning about the nature, character, content and role of managerial work; acquiring knowledge and skills to guide organizations and controlling processes.

At the end of the training students are expected to have acquired basic knowledge and skills on how to manage business organizations.

Course contents:

Management activities. Functions of the manager. Style of the manager. Management skill of the leader. Information provision of the management activity and information skills of the leader. Decision-making process of the management activity. Approaches and methods in making decisions. Planning leadership activities. Planning a personal labor of the head. Hours of the head. Organization and effective use of working time. Effectiveness of managerial work. Meetings and meetings in leadership activities. Manager and team. Communication skills of the manager. The control in the activities of the manager.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

NETWORK ECONOMICS AND BUSINESS NETWORKS

ECTS credits: 4**Academic hours per week:** 2l + 1s**Form of assessment:** on-going testing and exam**Type of exam:** written**Semester: 7****Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

The training course "Network economy and business networks" aims to develop the acquired theoretical knowledge in the field of network economics and business networks of the students and to give them practical completeness. The program envisages address major issues concerning the nature and content of business networks, as well as management and organization, as a basis for successful professional experience.

In the implementation of the curriculum should be resolved tasks related to the implementation of the theoretical foundations and development of the theory of network economics. Trainees will acquire knowledge about the characteristics of intercompany associations and their role in today's economic conditions. Along with the fundamental knowledge to develop skills in applying this knowledge into practice. This determines the interdisciplinary nature of teaching and learning and the expected results that the resulting knowledge will help the study of subjects with economic and business focus.

Course contents:

Theoretical foundations and preconditions for the formation of networked business structures. Founding principles of building inter-company alliances. Factors affecting the development of business networks. Modern concepts for the formation of business networks. Key features and types of business networks. Regional development network alliances. Theoretical aspects of the formation of business networks in the economy. Advantages and disadvantages Creating a business network. Factors influencing the creation of business networks. Obstacles to the creation of business networks. Public support. Initial leader. Identify potential members. Analysis of the local economy. Delimitation. Investigation of interest and connect with interested companies. Survey. Achieving commitment. Organizational structure of business networks. Coordination and communication in the business network. Activities in support for companies. Organization and dissemination of information in the business network. Support decision-making.

Functional support. Monitoring. Management. Factors for managing the activities of business networks. Making decisions. Developing a vision, objectives, strategy and business plan of business networks. Factors for Effective Management - a system of information and knowledge, create a team, networking, information system, knowledge management, resource allocation. Success factors. Marketing business networks. Analyzing the market situation. Market information and data. Marketing strategy and plan. Export networks. To allocate resources and investment. Assessment of funding needs and priorities. Methods for costing. Funding of critical activities of business networks. Funds for multi-firm projects. Stimulating innovation and entrepreneurship. Innovation Strategy of Bulgaria. The European Union for innovation. Research on business networks. Involving relevant universities in the innovative schemes. Network centers for technology transfer. Developing innovative networks. Investing in the creation of new companies and innovations.

Teaching and assessment:

The training course takes the form of lectures and seminars. Topics of seminars further discuss the material taught during lectures. During the seminars students deal with solved tests, assignments, case studies, the aim of which is to stimulate the logical thinking and making of conclusions and decisions. Doing a writing task is part of the semester. The requirements for the semester are regular attendance, completion of assigned tasks and meeting the minimum criteria for current control. The course ends with an exam.

MANAGEMENT PSYCHOLOGY

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The aim of the course is to familiarize students with the basic schools of psychological science and their applicability in management theory. The focus of the course is laid on the examination of the psychological characteristics of students and their applicability on managerial activity. Dozens of tests are developed. Through them it is explored a wide range of psychological attitudes and degrees of preparedness for practical exercise of management.

Course contents:

Nature and stages of psychological science development. Applicability of empirical psychological research in the school of F. Taylor and Hawthorne experiments of E. Mayo. School of behaviorism and application of the results to managerial science Essence of humanitarian psychology. Maslow's pyramid - definition, principles and application. Development of the theory of Maslow Hertzberg. Theory expectations - Victor Vroom. Motivational model of expectations. Integrative models of motivation. Model Porter Lawlor. Transpersonal Psychology of Jung and the use and management theory. Transpersonal Psychology of Ken Wilbur classic and transpersonal behaviors. Path to perfection.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction providing the necessary transition from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Evaluating students' performance in the learning process is consistent with the requirements of Ordinance № 21/30.09.2004 on the application of the system of accumulation and transfer of credits. Semester certification is obtained under the conditions of the internal rules and regulations of the SWU " N. Rilski". The course ends with an exam.

MANAGEMENT OF THE ENTERPRISE COMPETITIVENESS

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 8

Methodological guidance:

Department of Management and Marketing

Hours per week: 2l + 1s

Type of exam: written

Faculty of Economics

Annotation:

Lectures on "Management of the enterprise competitiveness " has been developed in line with the overall objectives of the subject "Business Management and Entrepreneurship". Structurally covers: basic general management issues on competitiveness, indicators and methods to assess the competitiveness of an enterprise, an approach for assessing the competitiveness of an enterprise, an approach to analyze the competitiveness of the business, opportunities to increase competitiveness. The aim of the course "Management of the enterprise competitiveness" is to provide students with detailed knowledge of managing its competitiveness and explore basic approaches to its realization in the modern world.

Course contents:

The essence of competitiveness. Factors increasing competitiveness. Indicators of competitiveness. Methods for assessing competitiveness. Traditional methods for assessing competitiveness. Methods for assessing the competitiveness of the business depending on the purpose of the assessment. Quantitative and qualitative methods to assess the competitiveness of the enterprise. Methods for assessing the competitiveness of an enterprise depends on the number of indicators on which they are based. Methods for assessing the competitiveness of an enterprise depends on the number of indicators on which the assessment. Methods for assessing the competitiveness of the enterprise, based on the measurement of performance and who evaluate the prerequisites for achieving high performance. Deterministic and stochastic methods for assessing competitiveness. Static and dynamic methods for assessing competitiveness. Methods for assessing the competitiveness of the business depending on the benchmark. Approach to assess competitiveness. Approach to analyze the competitiveness of the enterprise. Key areas of analysis. Analysis of the enterprise to enhance its competitiveness.

Teaching and assessment:

Teaching is in the form of lectures and seminars. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

ECOMMERCE BUSINESS (E-BUSINESS)

ECTS credits: 5

Academic hours per week: 2l + 1s

Form of assessment: on-going testing and exam

Type of exam: written

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The progressive development of Internet technology led to the extension of their application in business and daily activities of the people. Considering this, the course of lectures on discipline aims to explore the nature and possibilities of e-business, and the risks that accompany it. In this regard need to be outlined and prospects of e-business in the context of the growing influence of social networks and the future of traditional stores. Every modern entrepreneur needs to be aware of legislative proposals and changes to stimulate e-business and enhancing consumer confidence by introducing strict rules to protect consumers' rights.

The course provides new insight and practical acquired the established forms of business by encouraging students to appreciate the advantages of new technologies and their application in modern conditions. The course of lectures on Electronic Business provides a significant contribution to the process of forming the system of scientific knowledge and skills necessary for students acquiring bachelor's degree in spec. Business Management and Entrepreneurship. Discipline is strictly relevant to disciplines such as basics of management, fundamentals of marketing, entrepreneurship and business planning and control. Teaching it appears as a natural extension and upgrade knowledge in parallel to absorb new knowledge. After passing the training course on discipline, in students will be formed knowledge and skills in strategic thinking in entrepreneurial flair that will support their successful career.

Course contents:

Nature and specificity of e-business. Key players in e-business. Business models in e-business. Analysis of opportunities for e-commerce. Electronic payment instruments. Electronic money. Electronic banking. Electronic payment systems. Electronic payment systems. Current state law for personal data. Difficulties in implementation of EU legislation in third countries. Violations in the sector of e-business and dispute resolution. E-marketing.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction , providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment on the first lecture and seminar session.

PROJECT MANAGEMENT

ECTS credits: 5**Academic hours per week:** 2l + 1s**Form of assessment:** on-going testing and exam**Type of exam:** written**Semester:** 8**Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

This course aims at obtaining in-depth knowledge of effective project development and management process of their creation and implementation. The program envisages addressing common problems of development projects that are the basis for the organization and management of projects applying for EU programs. Along with the fundamental knowledge to develop skills in applying this knowledge into practice.

Course contents:

Nature of project management. Identification of the project. Recruitment and selection of projects. Basic and components of the project. Name, region and priorities. Territorial scope and location of implementation. Target group, results, activities and indicators. Public Relations. Public Involvement in the project. Institutional environment of the project. Determination of the partners. Team Building Project. Organizational planning of the project. Determination of activities. Compilation of schedules. Resource management project. Impact of resources on project planning. Types of resources. Allocation of resources. Risks of the project. Preparation of project proposal. Application form, nature and elements. Method of logical framework. Financing of the project. Funding sources. Drawing project budget. Types of budgets. Budget management. Assessment of the project proposal. Summary of the evaluation. Criteria for evaluation. Mechanism for evaluation. Principles of the selection process. Monitoring and control over the project. Management of the project. Reporting the project. Strategy completion or continuation of the project after its finalization. Assessment of the project. Summary of the evaluation. Types of assessments. Analysis of the project.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction , providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of training for the specifics of the proposed monitoring and system of assessment on the first lecture and seminar session.

QUANTITATIVE METHODS IN THE MANAGEMENT

ECTS credits: 5**Hours per week:** 2l + 1s**Form of assessment:** on-going control and exam**Type of exam:** written**Semester:** 8**Methodological guidance:**

Department of Management and Marketing
Faculty of Economics

Annotation:

This course provides knowledge for the application of mathematical models in the design, research and forecasting economic processes. The course presents opportunities for the use of quantitative methods in preparing and making decisions about the management of economic processes. The aim of the course is to provide basic knowledge and skills about the nature and application of quantitative methods in economics. Main tasks: 1.Students receive theoretical and practical knowledge and skills to solve management

problems using quantitative methods. 2. Students learn the basic principles of operations research and decision-making.

Course contents:

Meaning and application areas of quantitative methods. Nature and common task of linear programming. Graphically solve. Transport task. General formulation and model. Dynamic programming. Essence. Principle of optimality. Application of dynamic programming. Theory of solutions. General Characteristic and tools for assessment of the decisions. Modeling of stocks. General formulation of tasks for management stocks. Types of models. Theory of queuing. Queuing systems. Application of theory in economic processes. Production functions. General model and features. Types of production functions. Allocation of resources. Production planning. Formulation of the problem and models. Investments and investment decisions. Evaluation of investment decisions using qualitative methods. Theories and models of investment. Investment and risk. Evaluation of firms investing.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

MANAGEMENT OF THE BUSINESS INVESTMENTS

ECTS credits: 5

Form of assessment: on-going control and exam

Semester: 8

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures "Management of the Business Investments" has been developed in line with the overall objectives of the subject "Business Management and Entrepreneurship". Structurally covers: basic general management issues of corporate investments, incl. in the context of absorption of structural and cohesion funds, approaches and methods for analyzing and evaluating corporate investment projects, approaches and methods of analysis and risk assessment of business investment projects. The aim of the course "Management of the Business Investment" is to provide students with detailed knowledge of investment management company, forming the main approaches for the realization of the company's investment strategy and policy in the modern world.

Course contents:

Innovation – bases of investment. Nature and characteristics of innovation. Classification and structure. Essence of investment and financing. Types, elements and structure of corporate investments. Major investment vehicles and concepts. Corporate investment is subject to economic regulation. Role of motivation for investment. Nature and components of capital investment as a form of investment activities of the company. Need, purpose and major investment projects. Nature and importance of investment projects in the implementation of the investment policy of the firm. Basic financial concepts. Time value of money. Kompondirane and discounted cash flows. Annuities. Criteria and methods of evaluation of corporate investment projects. Static methods. Dynamic methods. Choosing between alternative corporate investment projects. Methods of choosing between two or more projects. Nature and types of risk in corporate investment projects. Approaches and methods of analysis and risk assessment. Investment management company in the context of the implementation of Structural and Cohesion Funds.

Teaching and assessment:

Teaching is in the form of lectures and seminars. At the beginning of each lecture is provided a short introduction to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

ORGANIZATION AND MANAGEMENT OF THE FAMILY BUSINESS

ECTS credits: 5

Form of assessment: on-going assessment and exam

Semester: 8

Course hours per week: 2l + 1s

Exam type: written

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

This course aims to meet the needs of students of knowledge about the nature and importance of the family business and specific features in its management. In the process of training will focus on the adoption and implementation of theoretical models and concepts to analyze and solve practical problems in managing the family business.

Course contents:

Nature and importance of the family business. Theoretical models to describe the family firm. Property. Management of the family business and family. Strategic Management. Growth management. Human resource Management. Knowledge management. Conflicts and communication. Internationalization. Change management. Corporate social responsibility and ethics. Organizational culture. Inheritance of family businesses. Advising family businesses. Institutional framework and challenges facing family businesses in Europe.

Teaching and assessment:

Lectures are held in the established traditional way, students are acquainted with the teaching material. Mandatory at the beginning of each lecture is a brief introduction, providing the necessary transition from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Evaluating students' performance in the learning process is consistent with the requirements of Ordinance № 21/30.09.2004 on the application of the system of accumulation and transfer of credits. Semester certification is obtained under the conditions of the internal rules and regulations of the SWU " N. Rilski". The course ends with an exam.