



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

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## **Department of Management and Marketing**

### **ECTS Information Package**

**Specialty "BUSINESS MARKETING AND ADVERTISING"**

**Educational and qualification degree: Bachelor**

#### **1. GENERAL PRESENTATION OF THE PROGRAMME**

This qualification characteristic reflects the scope and level of professional knowledge and skills that graduate of the specialty must acquire, as well as the areas of their future professional realization. The pragmatically organized curriculum is tailored to the requirements of the modern labor market and aims to prepare competitive, highly qualified specialists in marketing, innovation and branding for the needs of business in the country and abroad.

#### **2. PURPOSE OF PREPARATION:**

Specialists who have completed a degree in "Business Marketing and Advertising" acquire in-depth theoretical knowledge and practical skills related to market strategy, advertising strategy and marketing studies; with new methods and techniques for making innovative decisions for the development of attractive products to reach a target audience; with the implementation of new technologies and tools to create competitive products and innovative brands in the digital age. The training of students in this specialty includes compulsory specialized training and elective disciplines. Prerequisites and opportunities are created when using the entire arsenal of knowledge.

The basics and principles on which modern marketing is built are studied, using other people's experience in this regard. Skills for adequate decision-making as well as preventive risk avoidance measures are formed in the face of continuous changes. Practical knowledge of possible market and risk problem situations, as well as the development of alternative

solutions to overcome them in the context of competition and uncertainty in the market situation, are acquired.

### **3. KNOWLEDGE, SKILLS AND COMPETENCES ACQUIRED UNDER THE NATIONAL QUALIFICATIONS FRAMEWORK**

#### **Knowledge**

- Possesses and uses detailed, theoretical and specific practical knowledge in the field of business marketing and advertising.
- Possesses advanced and in-depth theoretical and factual knowledge related to the latest achievements in the field of marketing and advertising.
- Doing a critical analysis of principles and processes.
- Independently interprets the acquired knowledge, linking them to the application of facts and through critical perception, understanding and expression of theories and principles.

#### **Skills**

- Possesses skills for handling specialized marketing terminology.
- Has the skill to handle information sources.
- Is able to find, extract and collect information from various sources in the scientific literature.
- Synthesizes and evaluates and processes information in its self-preparation.
- Correctly selects and applies the methods and means in the field of business marketing and advertising.
- Is able to create a scientific text on own and to shape it into scientific developments with clearly defined objectives, tasks, methodological apparatus, results and conclusions of the study. The qualification characteristic of the specialty "Marketing" for the educational and qualification degree "Bachelor" with professional qualification "Economist" is a basic document that determines the development of the curriculum and curricula. It complies with the Higher Education Act, the Ordinance on state requirements for the acquisition of "Master", "Bachelor", "Specialist" and with the Regulations of SWU "Neofit Rilski".
- Is able to prepare presentations with which to present the results of his research and development.
- Possesses the skills to solve and overcome problems, conditioned by the lack of sufficient secondary information, targeted scientific developments in business marketing and advertising, difficulties in raising primary information, etc.
- Apply professional knowledge and practical experience through new, non-standard approaches and well-reasoned solutions.
- Applies logical thinking and exhibits innovation and creative approach in solving non-standard tasks.

### **COMPETENCES**

#### **1. Independence and responsibility**

- Has the ability to interpret various scientific opinions in the field of business marketing and advertising by formulating own views.
- Creates and interprets new knowledge in the field of business marketing and advertising through own research or other scientific activity.
- Exhibits creative thinking and practical skills in developing and implementing projects, taking into account the influence of multiple factors.
- Evaluates its and other people's performance.
- Manages teamwork and trains others professionally.
- Has the ability to manage complex professional activities, including teams and resources.
- Assumes responsibilities in decision-making in complex conditions, with the influence of various interacting and difficult to predict factors.
- Exhibits creativity and initiative in business marketing and advertising.
- Assesses the need to train others in order to increase team efficiency.

## **2. Competences for learning**

- Possesses the capacity to select, assimilate and apply the necessary knowledge in the use of primary and secondary information.
- Critically assesses the degree of his training and compliance of his knowledge with the necessary for the profession.
- Consistently evaluates his own qualification by assessing the knowledge and skills acquired so far and plans the need to expand and update his professional qualification.

## **3. Communication and social competences**

- Analyzes ideas, expresses problems and offers solutions in a professional environment to equals and superiors, as well as to non-specialists.
- Formulates convincing opinions using qualitative and quantitative facts, arguments and criteria.
- Understandably sets out his views on private and global issues, evaluates and accepts the arguments of his interlocutors.
- Expresses attitude and understanding on issues using methods based on qualitative and quantitative descriptions and assessments.
- Exhibits a broad personal worldview, showing understanding, commitment and solidarity with others.
- Has the necessary capacity to present to the public the results of its development and research.

## **4. Professional competences**

- Collects, classifies, evaluates and interprets data from the field of business marketing and advertising in order to solve specific tasks.
- Collects, processes and analyzes data to optimistic or final solutions or innovative ideas.
- Is able to prepare and conduct research independently.
- Has the competence to choose the appropriate research approaches and methods.

- Provides contribution to solving operational tasks in standard and non-standard situations.
- Finds solutions to cases of a social, moral and ethical nature, especially when working in a team and in training.
- Apply the acquired knowledge and skills in new or unknown conditions.
- Exhibits the ability to analyze in a broader or interdisciplinary context.
- Is using new strategic approaches.
- Forms and expresses own opinion on issues of a public and ethical nature arising in the learning process.

#### **4. SPHERES OF PROFESSIONAL REALIZATION**

Graduates of the Bachelor's Program "Business Marketing and Advertising" receive specialized training, allowing them to work according to the List of positions in the National Classification of Occupations and Positions (2011) as:

122 Sales, Marketing and Development Managers;  
 1221 Sales and marketing managers;  
 12216002 Manager, sales and marketing;  
 12216003 Purchasing/Sales Manager;  
 12216004 Marketing Manager/Marketing Director;  
 12216005 Market Research Manager;  
 12216006 Head, foreign trade office;  
 12216007 Head, Marketing Department;  
 12216008 Head, Sales Department;  
 12216009 Brand Manager/Brand Manager;  
 12217001 Commercial Director;  
 1222 Advertising and public relations executives;  
 12226002 Head of unit, advertising;  
 12226004 Manager, advertising;  
 12226005 Manager, advertising and public relations;  
 2431 Advertising and marketing professionals;  
 24316001 Market Research Analyst;  
 24316002 Expert, marketing;  
 24316003 Expert, advertising;  
 24316004 Expert, price policy;

The qualification characteristic of the specialty "Business Marketing and Advertising" for the educational and qualification degree "Bachelor" with professional qualification "Economist" is a basic document that determines the development of the curriculum and curricula. It complies with the Higher Education Act, the Ordinance on state requirements for the acquisition of "Master", "Bachelor", "Specialist" and with the Regulations of SWU "Neofit Rilski".

## STRUCTURE OF CURRICULUM

FIELD OF HIGHER EDUCATION: ECONOMICS  
 PROFESSIONAL Filed: 3.8. ECONOMICS  
 SPECIALTY "BUSINESS MARKETING AND ADVERTISING"  
 EDUCATIONAL AND QUALIFICATION DEGREE: BACHELOR  
 FORM OF EDUCATION: REGULAR AND BY CORRESPONDENCE

<b>First year</b>			
<b>First semester</b>	ECTS credits	<b>Second semester</b>	ECTS credits
1. Microeconomics 2. Mathematics 3. Basics of law 4. Information systems and technologies 5. Elective course – Module I 6. Sports	8,0 5,0 6,0 6,0 5,0 0,0	1. Macroeconomics 2. Econometrics 3. Statistics 4. Elective course – Module II 5. Elective course – Module III 6. Sports	8,0 5,0 6,0 6,0 5,0 0,0
<b>Elective courses</b> (Students choose one discipline)		<b>Elective courses</b> (Students choose two disciplines)	
1. English - part I 2. German - part I 3. Spanish - part I 4. Written and spoken culture	5,0 5,0 5,0 5,0	<b>Elective course – Module II</b> 1. Business correspondence 2. Business communications  <b>Elective course – Module III</b> 1. English - part II 2. German - part II 3. Spanish - part II	    6,0 6,0  5,0 5,0 5,0
	Total 30		Total 30
<b>Second year</b>			
<b>First semester</b>	ECTS credits	<b>Second semester</b>	ECTS credits
1. Marketing 2. Basics of management 3. Statistics 4. Elective course – Module IV 5. Elective course – Module V	8,0 6,0 6,0 5,0 5,0	1. Advertising management 2. Financing of the enterprise 3. Elective course – Module VI 4. Elective course – Module VII 5. Elective course – Module VIII	9,0 8,0 5,0 5,0 3,0
<b>Elective courses</b> (Students choose two disciplines)		<b>Elective courses</b> (Students choose three disciplines)	
<b>Elective course – Module IV</b> 1. Planning and forecasting 2. Distribution policy	5,0 5,0	<b>Elective course – Module VI</b> 1. International law 2. Commercial law	  5,0 5,0
<b>Elective course – Module V</b> 1. Marketing services 2. Labour economy	5,0 5,0	<b>Elective course – Module VII</b> 1. Accounting 2. Controlling in marketing activity	 5,0 5,0
		<b>Elective course – Module VIII</b> 1. Management of innovation 2. Management of company investments 3. Enterprise competitiveness management	  3,0 3,0 3,0

	Total 30		Total 30
<b>Third year</b>	ECTS credits		ECTS credits
<b>First semester</b>		<b>Second semester</b>	
1. Marketing personnel management	6,0	1. Prices and pricing policy	6,0
2. Advertising and media	6,0	2. Marketing management	6,0
3. Marketing research	6,0	3. Basics of entrepreneurship	6,0
4. Consumer behaviour	6,0	4. Organization and management of an advertising campaign	6,0
5. Elective course – Module IX	6,0	5. Elective course – Module X	6,0
<b>Elective courses (Students choose one discipline)</b>		<b>Elective courses (Students choose one discipline)</b>	
<b>Elective courses – Module IX</b>		<b>Elective courses – Module X</b>	
1. Anti-crisis management of the enterprise	6,0	1. International Business	6,0
2. Organizational behavior	6,0	2. Sales management and business logistics	6,0
3. Theories of economics	6,0	3. Project management	6,0
			Total 30
	Total 30		
<b>Fourth year</b>	ECTS credits		ECTS Credits
<b>First semester</b>		<b>Second semester</b>	
1. 45 days practice and presentation of the project	2,0	1. Marketing analysis	5,0
2. International marketing	7,0	2. Economy of trade	5,0
3. Marketing planning	7,0	3. Elective course – Module XIII	5,0
4. Elective course – Module XI	7,0	4. Elective course – Module XIV	5,0
5. Elective course - Module XII	7,0	State examination or thesis defense	10,0
<b>Elective course (Students choose two disciplines)</b>	7,0	<b>Elective course (Students choose two disciplines)</b>	
<b>Elective course – Module XI</b>	7,0	<b>Elective course – Module XIII</b>	
1. Leadership and leadership competencies	7,0	1. Management of small business	5,0
2. Application software in market research	7,0	2. Personal branding	5,0
3. SPSS	7,0	3. International trade institutions	5,0
<b>Elective course –Module XII</b>		4. E-business	5,0
1. Digital marketing		<b>Elective course –Module XIV</b>	
2. Persuasive communication		1. Management decisions	5,0
3. Risk Management and Insurance		2. Organization of the enterprise	5,0
International trade institutions		3. Intellectual property	5,0
	Total 30		Total 30

**TOTAL FOR 4 YEARS: 240 CREDITS**

**DESCRIPTION OF SUBJECTS**  
**SPECIALTY "BUSINESS MARKETING AND ADVERTISING"**  
**EDUCATIONAL AND QUALIFICATION DEGREE: BACHELOR**

**MICROECONOMICS**

**ECTS credits:** 8

**Form of assesment:** on-going assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

The course is designed primarily for the analysis of the main aspects of the theory and practice of democratic market economy. 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 is 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. Choice between alternative projects. Methods for selecting between two or more projects. Essence of the risk in developing and managing projects. Approaches and methods of analysis and risk assessment.

**Teaching and assessment:**

Teaching is in the form of lectures and seminars. 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.

**Academic hours per week:** 3l +2s

**Exam type:** written

**MATHEMATICS**

**ECTS credits:** 3

**Form of assessment:** on-going control and exam

**Semester:** 1

**Methodological guidance:**

Department: Management and Marketing

Faculty of Economics

**Annotation:**

The course provides basic knowledge about systems of linear equations, functions – limits, derivatives and exploration, integrals, ordinary differential equations. Variations, combinations and permutations are studied to understand the basics of probability theory, quantitative methods and mathematical statistics.

**Contents of the course:**

Multitudes and images; Real numbers; Combinatory; Mathematical induction; Determinants; Linear equation systems; Polynomials; Coordinate systems; Straight line in a plane; Lines in a plane; Infinite number sequences; Functions of one real variable; Continuous functions; Derivatives and differentials of a function; Basic theorems in differentiating; Function exploration; Indefinite integral; Definite integral; Geometrical applications of definite integrals; Approximate calculation of integrals; Ordinary differential equations; Elements of probability theory.

**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 seminars apply in practice the mathematical theory provided at the lectures. The on-going control by tests at the seminars is crucial in a student's assessment.

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

**Type of exam:** written

## BASICS OF LAW

**ECTS credits:** 6

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

**Semester:** 1

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The students become familiar with the legal theory; they gain knowledge of the principles of public and private law, of law terminology; they also develop individual practical skills to interpret law regulations and deal with them. The curriculum is aligned with similar basic requirements of European and national universities.

**Course contents:**

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.

**Teaching and assessment:**

Lectures are held in the established traditional way. Students become gradually familiar with the material taught. Each lecture begins with a short introduction providing the necessary transition and commitment to the previously taught material. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

**Academic hours per week:** 21 + 2s

**Type of exam:** written

## INFORMATION SYSTEMS AND TECHNOLOGIES

**ECTS credits:** 6

**Form of assessment:** on-going assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

Educational content is oriented to study the specific characteristics of the most commonly used systems and their typical areas of application in the economy. The curriculum aims to clarify the methodology of working with information systems, some peculiarities in their lifetime and practical applications to solve specific problems. Within the course Information systems are considered concrete examples from real business enterprises and companies, offered ways to solve problems and cases of processing economic information.

**Course contents:**

Basic concepts, tasks, definitions and classifications of business information systems. Information system. Data and information. Types of data processing. Decomposition of the system to major element- "black box". IT systems. Design - approaches: by-product approach zero, a key variable, full study and a critical success factor, formal and informal information. Networks and distributed systems. Local and global networks. Block diagrams of data flows. Data dictionaries. Tables for decision making. Analysis and modeling of the data. Modeling "sites connections." Types of connections - 1: n, m: n, 1: 1, check connections. Operating Systems. Species. Financial ratios of the company. Analysis of ownership, capital and ownership structure. Introduction to mathematical statistics. Key factors. Business models with spreadsheets. Models of financial mathematics and securities transactions. Market analysis, planning quantities, pricing, warehousing, gains and losses balance. Investment decisions. Financial analysis for selecting the option between projects. Financial plan of the project. Software packages for financial calculations and forecasting - Matlab, Octave. Basic commands in Octave. Remote access. Scheme for calculating economic indicators using tables for decision-making.

**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. Lectures are enriched with tables, schemes and practical examples to illustrate theory. The course ends with an examination. In training, priority is given to practical and independent work of students. Students are informed about the organization of training, the ongoing assessment, the assessment and examination at the first lecture.

**Academic hours per week:** 21 + 2s

**Type of exam:** written

## ENGLISH – PART I



**ECTS credits:** 5

**Form of assessment:** on-going testing and exam

**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.

**Academic hours per week:** 01 + 3s

**Type of exam:** written

## GERMAN – PART I

**ECTS credits:** 5

**Form of assessment:** on-going assessment and exam

**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:**

Ertste 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; Postkarte an Freunde schreiben.

**Teaching and assessment:**

The course begins with an introductory level mastery of basic grammar rules for reading and writing in German. The structure of the simple sentence, asking questions with interrogative and inversion, personal pronominal forms. The training uses the system for practical German "THEMEN NEU AKTUELL 1" in the back is a Bulgarian- German training course gradually passing German. Schematic representation of the simple German sentence and its comparison with the Bulgarian correspondent is applied to avoid the interference of the native language and its 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.

**Academic hours per week:** 01 + 3s

**Type of exam:** written

## SPANISH - PART I

**ECTS credits:** 5

**Form of assessment:** on-going assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

**Academic hours perweek:** 01 + 3s

**Type of exam:** written

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 identificación personal deletrear Masc. /fem. de los sust. y adj; presente de ind. Presentación de los países 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. Ubicación, descripción, 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.

## MACROECONOMICS

**ECTS credits: 8**

**Form of assessment:** on-going assessment and exam

**Semester: 2**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The lectures in this course structurally covers both basic common problems of macroeconomic theory, measures of macroeconomic activity of gross domestic product, net national product, personal and personal income, aggregate supply and demand, fiscal, monetary and banking policy, international trade, balance of payments , exchange rate and economic integration. The aim of the course is to provide students with in-depth knowledge about the essential characteristics of the existing economic systems, the basic principles of economic thinking, motivation in the actions of market subkti.Udarenieto placed on the views of evolving models of market economy, systems, structures and agents to market relations, trends and determinants and dynamics of macroeconomic indicators.

**Course contents:**

Subject, object and tasks of macroeconomic theory and policy. Key macroeconomic issues and macro policy instruments. Measuring macroeconomic activity. System of National Accounts. Other indicators to measure economic activity. Economic well-being. Aggregate demand and supply. Macroeconomic equilibrium. Employment and unemployment. Inflation and its impact on the economy. Aggregate demand - definition and elements. Consumption, investment, government spending and net exports. Equilibrium volume production. Balance between aggregate spending and income. Fiscal policy. Money and banking system. Monetary policy. International trade relations. Protectionism versus free trade. Foreign exchange market and exchange rate. Balance of payments.

**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.

## ECONOMETRICS

**ECTS credits: 4**

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

**Form of assessment:** on-going control and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department: Finance and accounting

Faculty of Economics

**Lecturers:**

**Assoc. Prof. Dr. Petar Milanov, Faculty of natural sciences and mathematics**

**Annotation:**

The material is selected in accordance with the prescribed workload and specifics of the program and within a reasonable compromise between the theoretical and empirical material is given priority to the relationship between economic theory and real opportunities for econometric analysis of the behavior of businesses, consumers and macroeconomic developments in the economy. The course "Econometrics" is a key discipline in the training of specialists with higher education in economics. It allows for empirical evaluation of the theoretical knowledge and their actual use of micro and macro level, while based on a minimum of basic knowledge in mathematics and statistics.

**Contents of the course:**

What is Econometrics? Economic information, the process of generating information, local process of generating information. Mathematical models: typology and structure. Construction phases of the model. Linear econometric models with one explanatory variable. Econometric models with an equation explaining the several variables. Econometric models with multiple equations. Testing statistical hypotheses-averages. Methods for analysis of time series. Risk theory and quantitative methods of risk assessment. Analysis of economic cycles - Quintile Regression. Queuing systems. Processes "doom and generation". Game Theory. Games with complete information. Introduction to Matlab, Working with Simulink

**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. Assessed are the knowledge, skills and competence in the implementation of the current control, of serious importance are the results achieved by the set assignments and tests.

## STATISTICS

**ECTS credits:** 6

**Academic hours per week:** 21 + 2s

**Forms of knowledge assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodical division:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Training and assessment:**

Lectures are held in the established traditional way, students become gradually familiar with the material taught. Each lecture begins with a short introduction, providing the necessary transition and commitment to the previously taught material. In the process of familiarizing students with the new theme, some conversation is done in order to achieve continuity between lectures and to make students draw their own conclusions. The lectures are richly illustrated both schematically and with tables, with the necessary training examples. The course ends with a final exam. Priority in training is given to the practical and independent work of students. In the ongoing control we assess the knowledge, skills and competence during the seminars, and the results achieved by the set assignments and tests are of great significance.

## BUSINESS CORRESPONDENCE

**ECTS credits:** 6

**Form of knowledge assessment:** on- going and exam

**Semester:** 2

**Methodical guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course aims to form communicative competence in the use of business speech in different situations. Its theoretical and practical orientation allows the acquisition of basic knowledge of business communication and skills for successful compilation of business texts and documents in accordance with the regulatory and methodological requirements of national and international standards. The course of lectures presents the main types of correspondence in the business sphere. On the basis of modern theoretical formulations for business communication, knowledge is given about the different genres of administrative, commercial, protocol correspondence and correspondence of the European institutions. Particular attention is paid to those types of correspondence that are related to the future professional realization of students. Emphasis is placed on the specifics of business style, language and etiquette.

**Contents of the Course:**

Speech communication and business communication. Language and style of business correspondence. Types of correspondence. Business correspondence and documentation. Legislation and tools. Business letter - essence, models, details. Types of business letters and requirements for their compilation. Curriculum vitae, job application documents. Administrative correspondence - organizational and administrative documents, reference and information documents and documents of a general nature. International standards in written communications. Commercial correspondence - commercial letters, contract documents, transport documents. Diplomatic correspondence - elements of diplomatic documents, main types of diplomatic correspondence.

**Teaching and assessment:**

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

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

**Type of exam:** written

## **BUSINESS COMMUNICATIONS**

**ECTS credits:** 6

**Form of knowledge assessment:** on- going control and exam

**Semester:** 2

**Methodical guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course aims to form communicative competence in the use of business speech in different situations. Its theoretical and practical orientation allows the acquisition of basic knowledge of business communication and skills for successful compilation of business texts and documents in accordance with the regulatory and methodological requirements of national and international standards. The course of lectures presents the main types of correspondence in the business sphere. On the basis of modern theoretical formulations for business communication, knowledge is given about the different genres of administrative, commercial, protocol correspondence and correspondence of the European institutions. Particular attention is paid to those types of correspondence that are related to the future professional realization of students. Emphasis is placed on the specifics of business style, language and etiquette.

**Contents of the Course:**

Speech communication and business communication. Language and style of business correspondence. Types of correspondence. Business correspondence and documentation. Legislation and tools. Business letter - essence, models, details. Types of business letters and requirements for their compilation. Curriculum vitae, job application documents. Administrative correspondence - organizational and administrative documents, reference and information documents and documents of a general nature. International standards in written communications. Commercial correspondence - commercial letters, contract documents, transport documents. Diplomatic correspondence - elements of diplomatic documents, main types of diplomatic correspondence.

**Teaching and assessment:**

Teaching is in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the seminars

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

**Type of exam:** written

are assessed during the implementation of the current control, and the results achieved by the set tasks and tests are of great importance.

## ENGLISH – PART II

**ECTS credits:** 5

**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 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.

**Academic hours per week:** 01 + 3s

**Type of exam:** written

## GERMAN – PART II

**ECTS credits:** 5

**Form of assessment:** on-going assessment and exam

**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 needed 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 expanded 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.

**Academic hours per week:** 01 + 3s

**Type of exam:** written

## SPANISH – PART II

**ECTS credits:** 5

**Form of assessment:** on-going assessment and exam

**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 higher 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 excursión. Expresar intenciones, alternativas...; Marcadores de tiempo: Ir a + infinitivo; Lugares y monumentos de interés: Andalucía; ¿Qué has hecho? Hablar de hechos pasados; dar excusas; Preterito perfecto; preterito indefinido; Pintura esp. e hispanoamericana. Cuéntale qué pasó. Describir estados de ánimo y objetos; Preposiciones: en, a, desde, hasta, entre; pron. negativos nadie/nada; Música hispanoamericana. Viajar en avión. Hacer proyectos y predecir; hablar por teléfono; Comparación. Futuro imperfecto; El tiempo en Hispanoamérica. Antes y ahora. Describir en pasado; expresar la frecuencia; El v. "quedar". Preterito imperfecto; Una visita a ciudad de México. Instrucciones. Expresar obligación, posibilidad, negación, indiferencia; Pron. pers. CI. Las condiciones. Hay que + infinitivo. La lengua española en el mundo. Acontecimientos del pasado. Expresar acciones interrumpidas por otra; Pr. indefinido; Estructuras comparativas; Acontecimientos históricos 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.

## MARKETING

**ECTS credits:** 8

**Form of assessment:** on-going assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

This course aims to meet the need of students for knowledge of economic management methods in a market economy. The training process will provide sufficient information about the methods and approaches how to properly solve the problems of production and sales of companies, how to quickly adapt to the needs and changes in the market, why differentiate from potential consumers and more. The program provides for the consideration of key issues concerning the nature, role, means and possibilities of marketing. The aim is to further develop the acquired theoretical knowledge in the field of marketing and to give them practical orientation and completeness.

Along with the presentation of fundamental knowledge, skills for applying this knowledge in practice are formed. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of both other disciplines and disciplines with economic and business orientation.

**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;

**Academic hours per week:** 01 + 3s

**Type of exam:** written

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

**Type of exam:** written

Distribution as a marketing tool; Prices as marketing tool; Penetration of goods as marketing tool; Planning and control of marketing activities.

**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.

## **BASICS OF MANAGEMENT**

**ECTS credits: 6**

**Academic hours per week: 21 + 2s**

**Form of assessment:** on-going assessment and exam

**Type of exam:** written

**Semester: 3**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course lays emphasis upon the theory combined with its practical application and the difference between the experience of the world leading companies and Bulgarian practice. The program corresponds most directly to more specific management sciences, such as Personal Management, Industrial Management, Innovative Management, etc. as well as Marketing, Microeconomics, and Macroeconomics. The purpose of the academic discipline is to give the students fundamental knowledge on the theory of management providing the basis 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 of American, Western-European and Japanese schools of management. Strategic management. Essence and types of strategies. Environment – essence, indicators. Algorithm and construction of strategy. Strategy, goals and company mission. Company culture. Strategic planning – essence, stages, and algorithm. Methods of strategic analysis. Matrix of BCG and “General Electric”. Diversification and competitive strategy. Creation of management structures. Types of OMS. 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. 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**

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.

## **COMMUNICATION POLICY**

**ECTS credits: 6**

**Academic hours per week: 21 +2s**

**Form of assessment:** on-going assessment and exam

**Exam type:** written

**Semester: 3**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The lecture course in the discipline "Communication Policy" aims to clarify the essential communication tools and opportunities that open up for influencing consumers and creating desired consumer behaviour. The study of the discipline builds on the acquired knowledge in the basic course of marketing training, enriching students' social and economic culture, providing an opportunity to use the whole arsenal of knowledge acquired in the process of training in the speciality.

The course gives a chance to treat logical thinking, allowing generating fresh ideas, encouraging students to appreciate non-traditional thinking benefits. The discipline has a key place in the process of forming the system of scientific knowledge, skills and habits necessary for students obtaining a bachelor's degree in Business Marketing and Advertising. Based on the general and specific knowledge obtained in the general course on the basics of marketing, training is a continuation and logical upgrade of knowledge, with the parallel acquisition of

new knowledge, formation of habits and skills that will have high practical value for students for their future realization.

**Course contents:**

Introduction to marketing communications. Theory of integrated marketing communications and their role for the modern company. Nature, place and role of advertising communications. Typology of advertising. Printed media for advertising distribution. Advertising on electronic broadcast media. Algorithm for building an advertising strategy. Online advertising communications. Social media marketing.

**Teaching and assessment**

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

## PLANNING AND FORECASTING

**ECTS credits: 5**

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

**Form of assessment:** on-going assessment and exam

**Type of exam:** written

**Semester: 3**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

Students acquire relevant knowledge of the analysis, planning and forecasting the level and dynamics at the macro- and company level. At this level they should be aware of and study those issues that are related primarily to the general terms and principles characterizing leasing use, pay and training of personnel in companies functioning under the requirements of market economy; the issues associated with economically viable jobs and positions, the way of assessment and career development of different categories of employees. In the training process students become familiar with any problems with the methodology of scientific human resources management at the macro level, the issues of population and human resources and some problems that affect the permanent movement of labour forces in the labor market.

**Contents of the course:**

Introduction analysis and planning systems, human resources management. Nature of projections for human resource management. Analysis and design of occupations. Methods of analysis - theory and methods for evaluation of analytical results. Design experience - strategies and policies of the company. Analysis of practice in determining the needs of human resources. Analysis and planning system recruitment. Analysis and planning system for staff evaluation. Analysis and planning system for labor remuneration. Professional career growth and qualification of personnel; Health and safety at work. Regulatory system based on health and System state regulation of industrial relations at national, branch and company level. Legal basis for the conclusion of the process of collective labour agreement. Entities levels and peer labour agreement. Features and problems of state employees in the budgetary sphere

**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.

## DISTRIBUTION POLICY

**ECTS credits: 5**

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

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

**Type of exam:** written

**Semester: 3**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course aims to make students familiar with the nature, role and importance of the functions and activities of the physical distribution of goods and the participants in the distribution process. New directions of development of physical distribution are discussed as well as related business logistics and new challenges for the distribution development in terms of globalization and EU enlargement. Attention is given to the management and organization of physical distribution, management of inventories, warehousing, transport services. Special



attention is paid to issues of customer service including after-sale service and the development of computer information and communication systems and technologies of physical distribution.

**Course content:**

Nature and functions of physical distribution. Business logistics. Globalization and European integration. Nature, objectives and strategies, functions and activities, role and importance of physical distribution. Participants in the distribution process. Business logistics and physical distribution. New challenges in the development of physical distribution in the context of globalization and EU enlargement. Management and organization of physical distribution. Corporate planning and distribution. Management of the physical flow in the downstream process. Organization of management structures and activities. Management decisions on the channels of physical distribution. Channel selection. Selection of distributors. Inventory Management. Warehousing. Inventory management. Service for physical distribution system. Selecting the type of transport. Decision on the use of outside carriers or own transport fleet. Customer service. Computer information and communication systems. Customer service in the distribution chain. Computer information and communication systems of physical distribution. The pricing and tariff policy depending on the distribution.

**Teaching and assessment:**

A variety of active forms of learning – role tasks, discussions and assignment of individual projects. Course material is presented in the form of lectures on key topics and seminars which further deepen the issues raised in the lectures with the active participation of the students. Lectures provide time for questions from the students, discussions as well as the use of modern technical equipment, software products and more. Assessment covers all possible forms of self-study - term papers, essays, work in research teams and others. Along with the development of theoretical issues, classes are also focused on the practical application problems. The aim is to give students the opportunity to acquire basic and additional knowledge on the course.

## MARKETING SERVICES

**ECTS credits: 5**

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

**Form of assessment:** on-going assessment and exam

**Exam type:** written

**Semester: 3**

**Methodological guidance:**

Department of Management and Marketing  
Faculty of Economics

**Annotation:**

The lecture course in the discipline "Service Marketing" aims to clarify the basic marketing practices concerning the tertiary sector. The study of the discipline builds on the acquired knowledge in the basic course of marketing training, enriching the students' social and economic culture, providing an opportunity to use the acquired knowledge in the speciality.

The course encourages students to logically treat issues related to companies' permanent positioning in the market, supporting successful business management. The discipline has a key place in forming the system of scientific knowledge, skills and habits necessary for students obtaining a bachelor's degree in Business Management and Entrepreneurship. Based on the general and specific knowledge, the training appears as a continuation and natural upgrade of the knowledge, which will expand the horizons and opportunities for the students' realisation in the respective professional field.

**Course contents:**

The service as an object of marketing. Marketing tools for services. Process of "production" of services. Terms and environment of service provision. Role and commitment of staff in offering services. Quality of services. The productivity of the service.

**Teaching and assessment**

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

## LABOUR ECONOMY

**ECTS credits: 5**

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

**Form of assessment:** on-going assessment and exam

**Type of exam:** written

**Semester: 3**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

Labour economy is considered as a system of social relations. These basic laws, principles, approaches and practical mechanisms influence policy makers and encourage employees in the course of their economic development. Labour economics is the science of dialectics and efficiency of labour in connection with the systematic improvement of productivity, quality and competitiveness combined with the implementation of modern and progressive forms and payment systems. Here contemporary forms of remuneration are combined with the need to create conditions for social protection of employees from the legal requirement to ensure healthy and safe working conditions, the application of rational, healthy and economically sound organization based on aesthetic and leading corporate culture, optimal separation and organization of social and individual work. Labor economy is closely related to detecting the state of population and labour 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 for achieving "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.

**Contents of the course:**

Labour 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 labour. Factors determining the level and dynamics of salaries. Approaches, mechanisms and systems to determine their remuneration. Social protection of the workforce. Minimum salary. Social Security. Health and safety at work. Work organization and labour standards. Management, use and motivation of the workforce. Efficiency and quality of work. Modern industrial relations. Collective agreement.

**Teaching and assessment**

Teaching is in the form of lectures and seminars. 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 seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

## ADVERTISING MANAGEMENT

**ECTS credits: 9**

**Form of assessment:** on-going assessment and exam

**Semester: 4**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course study is a prerequisite for enriching students' social and economic culture, providing an opportunity to use the whole arsenal of knowledge acquired in training in the speciality. The course gives a chance to treat logical thinking, allowing generating fresh ideas, encouraging students to appreciate non-traditional thinking benefits.

The discipline has a key place in forming the system of scientific knowledge, skills and habits necessary for the marketing specialist. Based on the general and specific knowledge obtained in the general course on the basics of marketing, training is a continuation and logical upgrade of knowledge, with the parallel acquisition of new knowledge, the formation of habits and skills that will have high practical value for students in their future realization.

**Course contents:**

Introduction to advertising management. Advertising and other elements in the communication mix. The role of advertising in the promotional mix. Advertising audience. Characteristics of the advertising audience. Factors influencing the attitudes of the audience. Advertising process management. Advertising strategies. Advertising campaign planning. Creating a creative and copywriting. The role of creativity in copywriting. Advertising objects. Mission. Media planning. Advertising performance testing. Preparation and selection of methods for an advertising budget. Ethical and social aspects of advertising. Advertising agency management. The role of advertising for national development.

**Teaching and assessment**

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

**Academic hours per week:** 31 +3s

**Exam type:** written

## FINANCING OF THE ENTERPRISE

**ECTS credits:** 8

**Form of assessment:** on-going assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course aims to provide students with basic knowledge and tools for financing and financial management of the enterprises. As a result of the training students will acquire knowledge and skills to analyze the financial condition of the enterprise with an emphasis on liquidity, solvency and profitability, to analyze and evaluate the working capital management, to apply basic methods for evaluating the effectiveness of investment projects and tools for long-term financing of the company.

**Course contents:**

Finance and financial management of the enterprise - basic concepts. Financial statements. Analysis of the annual financial statements. Profitability, liquidity and solvency of the enterprise. Depreciation and depreciation policy. Analysis and management of working capital of the enterprise. Break even point. Capital budgeting. Evaluation of the efficiency of the investment projects of the enterprise. Long-term financing of the enterprise, price and profitability of financial assets. Sensitivity analysis. Strategic financial planning.

**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.

## INTERNATIONAL LAW

**ECTS credits:** 5

**Form of assessment:** on-going assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The subject of International law deals with the legal principles and statutes in the relations between countries and other subjects of the International law /International organizations, state-like structures and nations in the process of the state-building/. The core of the subject lies in the following issues: the correlation between international and national law; the legal continuity at the processes of dissolution and creation of countries; the shapes and forms of international amenability; main human rights and freedom; citizenship, legal status of foreigners, etc.; state territory and frontiers; legal regime of international rivers, territorial sea, continental shelf and open seas; air and space law. Especially taken into consideration are: international treaties (definition, structure, name, forms, contraction and termination);

**Course Contents**

Concept, essence and specifics of the International law. Sources, widely-recognized principles and statutes. Correlation between national and international law. Subjects of the International law – main rights and obligations of the state and the international organizations. Origin and decay of the state as an international law subject – recognition and international legal continuity. State, international organizations and individual amenability – forms and settlement. Main human rights and freedom. Genocide, racial discrimination and apartheid. Notion of citizenship. Double citizenship and lack of citizenship. Legal status of foreigners as a whole and according to the current Bulgarian legislation. State territory, notion, meaning, acquiring and loss. Legal regime of international rivers, territorial sea, continental shelf and open seas. Air and space law. International treaty – notion, structure, name and forms. Conclusion of international treaties, entry into force, action in time, space, towards third parties and its termination. Interpretation. State bodies for foreign relations – origin, development, classification and characteristics. Diplomatic agency. Trade agency. Consular agency. Delegation in international organizations. Legal status of delegations in international meetings and special missions. International congresses and conferences - convocation, procedure and legal force of their acts. UN – goals, main

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

**Type of exam:** written

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

**Type of exam:** written

principles, head bodies, membership and functions. Special UN units. Peaceful resolution of conflicts – judicial and non-judicial means. International humanitarian law and wartime law. The notion of aggression. Legal consequences of declaring war. Analysis of the peace treaty between the Alliance and Bulgaria of 1947.

**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.

## COMMERCIAL LAW

**ECTS credits:** 5

**Form of assessment:** on-going assessment and exam

**Semester:** 4

**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 the SWU of Neofit Rilsky . The course ends with an exam.

## ACCOUNTING

**ECTS credits:** 5

**Form of assessment:** on-going assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

Accounting aims at giving the students comprehensive knowledge on theoretical bases and methodological approaches in the line of the registration, producing and preparing reporting information by the businesses and presenting it in their financial statements. Hence, the main stress is put on the necessity of good knowledge and understanding of the internal logics, structure and contents of the elements of the annual financial report, on the comprehensive acquaintance with the mechanisms of reporting accounting objects. This will make clear for and help future economists, analysts and managers how to use structured accounting information in their activities, 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 at consolidating the knowledge received in the frame of the course, and pushing the students in enlarging and developing it individually through real application in their practical work. The discipline is basic in teaching of specialist graduating from the

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

**Type of exam:** written

**Academic hours per week:** 31 + 3s

**Type of exam:** written

university as an economist with a higher qualification. Categories learnt in the course are significant for the disciplines, connected with Business planning, financial management, Taxation, Finance and tax control, internal audit. It is a base for further 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**

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.

### CONTROLLING IN MARKETING ACTIVITY

**ECTS credits:** 5

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

**Form of knowledge assessment:** on- going control and exam

**Type of exam:** written

**Semester:** 5

**Methodical guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The lecture course on the course is developed in accordance with the general objectives of the specialty "Business Marketing and Advertisement". The essence and functions of the control and its characteristics in the marketing activity are studied. Special attention is paid to issues related to the types of control, the role of management control and the audit process. The aim of the course is for students to gain in-depth knowledge of the general problems of control, taking into account the achievements of modern theory and the requirements of practice. The main tasks that should be solved during the implementation of the curriculum are the acquisition of theoretical and practical-applied knowledge and skills related to the issues of the studied discipline.

**Contents of the Course:**

Control and controlling - essence and main characteristics. Subjects and objects of control. Control as a public attitude and as a managerial function. Methods and techniques for control. Control in marketing activity - characteristics and elements. Control systems. Financial management and control - goals and objectives. Control environment of internal control. Control activities. Risk management - external and internal factors. Information and communication in the control activity. Methods for collecting information, documenting and archiving. Monitoring - forms for monitoring. Audit process. Operational and operational-tactical control. Budget control - planning and methodology. Nature of strategy and strategic control in the organization. Choosing an audit strategy and determining the type and scope of inspections. Quality control - internal and external evaluations.

**Teaching and assessment:**

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

### MANAGEMENT OF INNOVATION

**ECTS credits:** 3

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

**Forms of assessment:** ongoing assessment and exam

**Type of examination:** written

**Semester:** 4

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course of lectures is presented in a systematic form. Views, knowledge and formulations of leading authors and economists characterize the nature and content of the course in Management of innovation. Innovation is seen in its functional and technological sequence of two possible and most widely studied levels - macro and micro wherein interpretations, conclusions and opinions mutually imply and functionally justify one another. The aim of the course is to provide students with sound knowledge and form specific skills in this crucial area of

modern economy, especially in the presence of market competition. The course is set on and examine a number of general and specific economic features that characterize the strategies, forms and means for the implementation of innovation in the country. It represents the skills necessary for the innovation implementation and it reveals the extent of innovation activity and barriers, state forms and pace of innovation in our country, the European practices in this regard and others.

**Course contents:**

Introduction, goal and objectives of the course. The successful management of innovation - strategic task under the current economic conditions. Innovation - the central problem of the strategies and policies of the 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 innovation. Classification criterion - type of innovation. Strategies for implementing innovation. Innovative strategies of the company. Basic strategies for product innovation. Key strategies for technological and organizational innovation management. Venture capital. Innovation Networks - a new paradigm for creating diffusion of knowledge and innovation. Innovation networks and the positions of the company. Creating technological knowledge in economic activity. Smart grids and innovation. Cultural characteristics of the environment. Characterization of the innovator. Innovation activity and barriers to innovation. Overcoming barriers to innovation. Information needs and innovation processes in the "new economy." Innovation and intellectual property. International cooperation in the field of intellectual property. Copyright and similar rights. Industrial and intellectual property, patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and technology transfer. New trends in the development of intellectual property. Management innovations and trends in innovation. Innovative manager and corporate behavior. Corporate culture and company policy. Innovation activity and the most significant barriers to innovation in the country. Building an innovation infrastructure in Bulgaria.

**Teaching and assessment:**

The training course takes the form of lectures. 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 OF COMPANY INVESTMENTS

**ECTS credits: 3**

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

**Semester: 4**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The lecture course in Management of Company Investments has been worked out in conformity with the general goals of the Business Marketing and Advertisement major. Its structure consists of some common problems of the firm investment management; approaches and methods of firm analysis and evaluation. The purpose of the subject is to give students deep knowledge on the firm investment management, the formation and the main approaches to the implementation of the firm investment strategy and policy in the contemporary conditions. The main tasks to be solved when fulfilling the curriculum are as follows: gaining knowledge on the essence of the firm investment management and the firm investment process; gaining knowledge and skills of developing firm investment projects; gaining knowledge and skills of analyzing, assessing and selecting firm investment projects.

**Course contents:**

The innovations – the base of investment. Nature and features of innovations. Classification and structure. Nature and types of financing and investments. Types, elements and structure of firm investments. Basic investment bearers and conceptions. The firm investments as an object of economical regulation. Role of the investment motivation. The nature and components of the capital deposits as a form of firm investment activity. Need, purpose and main aspects of investment projects. Essence and significance of investment projects. Main financial conception. Time value of money. Compounding and discounting of money flows. Annuities. Criteria and methods for rating firm investment projects. Statistical methods. Dynamic methods. Choice of alternative firm investment projects. Methods for choosing two or more projects. Essence and types of risk in firm investment projects. Approaches and methods for analyses and assessment of risk. Firm investment management in the context of spending the means from the structural funds of the EU.

**Teaching and assessment**

**Academic hours per week: 21**

**Type of exam:** written

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 seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

### ENTERPRISE COMPETITIVENES MANAGEMENT

**ECTS credits:** 3

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

**Semester:** 4

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The lecture course in Enterprise Competitiveness Management has been worked out in conformity with the general goals of the Business Marketing and Advertisement major. Its structure consists of: main general problems of the enterprise competitiveness management; enterprise competitiveness assessing indicators and methods; enterprise competitiveness assessment approach; enterprise competitiveness analysis approach; opportunities to increase the competitiveness of the enterprise. The aim of the course is for students to gain in-depth knowledge of the enterprise competitiveness management and to get acquainted with the main approaches to its implementation in modern conditions. The main tasks that should be solved during the implementation of the curriculum are the acquisition of knowledge about: the essence of competition and the the enterprise competitiveness management; the enterprise competitiveness monitoring concept ; the enterprise competitiveness monitoring approaches and methods; the formation of a competitive strategy and techniques for increasing the competitiveness of the enterprise.

**Course contents:**

Nature of competition as an economic category. Nature of the enterprise competitiveness. Enterprise competitive advantages. Enterprise competitiveness managing concept. Enterprise competitiveness monitoring concept. Enterprise macro environment monitoring. Enterprise competitive environment monitoring. Enterprise micro environment monitoring. Enterprise internal environment monitoring. SWOT – analysis. Enterprise competitiveness analysis. Enterprise competitive strategy formation. Enterprise competitive status. Enterprise competitive potential. Enterprise competitiveness increasing techniques.

**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 seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

### MARKETING PERSONNEL MANAGEMENT

**ECTS credits:** 6

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

**Semester:** 5

**Methodological guidance:**

Department of Management and marketing

Faculty of Economics

**Annotation:**

This course aims to further develop the theoretical knowledge in the field of human resource management and marketing. The main aspects of the marketing personnel management system in the organization are affected. A key place is given to the planning, recruitment, management and control of the activities of the marketing department. The role of these staff as an important resource of the enterprise and a significant factor for its competitiveness, development and prosperity is emphasized. Along with the presentation of fundamental knowledge, skills for applying this knowledge in practice are formed. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of both other disciplines and disciplines with economic and business orientation.

**Contents of the course:**

Marketing activity as a modern business philosophy and management practice. Importance of marketing personnel for the organization. Characteristics of the personnel in the marketing department. Marketing department functions and organization of its activity. Qualities, skills and personal potential of the personnel.

**Academic hours per week:** 21

**Type of exam:** written

**Academic hours per week:** 21 + 2s

**Type of exam:** written

Organizational structure and design of positions. Planning, recruitment and selection. Requirements for positions. Mechanisms for management of marketing personnel. Team building and conflict management. Training and investing in human capital. Career management and career development. Approaches to control the activities of marketing personnel.

**Teaching and assessment**

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

## ADVERTISING AND MEDIA

**ECTS credits:** 6

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

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

**Type of exam:** written

**Semester:** 5

**Methodological guidance:**

Department of Management and marketing

Faculty of Economics

**Annotation:**

The course aims to deepen and expand the theoretical and practical knowledge and competencies in the field of public relations, marketing communications and advertising. Emphasis is placed on building systematic knowledge and practical skills for analysis, diagnosis, evaluation, planning, organization, implementation and control of the companies' advertising and media communications.

The discipline training is provided through effective modern forms such as development of a course project, practical research and analysis, cases studies, assignments, etc.

**Contents of the course:**

Functions and goals of advertising. Advertising channels and tools. Digital and social media. Public Relations. Communication and media communication. Media manipulation. Market segmentation, market selection and positioning. Development of an advertising campaign. Advertising design. Formulation of advertising strategy. Research and evaluation of advertising. Brand management.

**Teaching and assessment**

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

## MARKETING RESEARCH

**ECTS credits:** 6

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

**Form of assessment:** on-going assessment and exam

**Exam type:** written

**Semester:** 5

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The discipline has a key place in forming the system of scientific knowledge, skills and habits necessary for students obtaining a bachelor's degree in "Business Marketing and Advertising". Based on the general and specific knowledge gained in the general course of marketing, the training is a continuation and logical upgrade of knowledge, with the parallel acquisition of new knowledge, the formation of habits and skills that will have high practical value for students future realization.

After completing the course in the discipline, students must acquire knowledge and skills for basic marketing metrics and the application of methods and methodologies in marketing research.

**Course contents:**

Introduction to marketing research. Preparation and conduct of marketing research. Development of a marketing research program. Methods of marketing research. Classification. Methods for scaling simple indicators. Methods for registration of secondary information. Use of documents. Monitoring and consultation. Qualitative research. Compilation of questionnaires. Data processing. Reliability of data from sample surveys. Presentation of the results of marketing research.

**Teaching and assessment**



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

## CONSUMER BEHAVIOUR

**ECTS credits: 6**

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

**Semester: 5**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The study and knowledge of consumer behavior in the market as part of marketing is essential for the success of every company in the market. It is important for students to study the various manifestations of consumer behavior and the main factors that determine. The aim of the course is to contribute to the awareness of the need for knowledge of consumer behavior and to answer the question of how to react adequately in certain situations. For this purpose, the course create skills in students to recognize different types of behavior. The reasons for creating and learning approaches should be applicable to any behavioral direction.

**Course content:**

Theoretical bases of consumer behavior. Process of making a purchasing decision: Theory of consumer behavior; Approaches to making a purchase decision . Factors determining consumer behavior: cultural, social, personal and psychological factors determining consumer behavior. Process of deciding on the purchase of industrial goods: Marketing characteristics of industrial markets and organizations – process of deciding on the purchase of industrial goods.

**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 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 draw their own conclusions that would introduce new material. Topics of seminars follow the previously taught material in lectures. The aim is to equip students with the skills to apply the acquired knowledge. Students are informed about seminar topics in advance. During the seminars they deal with tests, assignments, case studies, which stimulate the logical thinking and making correct conclusions and decisions. They have to do a writing task during the semester.

## ANTI-CRISIS MANAGEMENT OF THE ENTERPRISE

**ECTS credits: 6**

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

**Semester: 8**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

Lectures in Anti-crisis management of the enterprise have been developed in line with the overall objectives of the Marketing major. It provides basic theoretical, methodological and practical knowledge about the nature, diagnosis and prediction of crises developing concepts for enterprise management in time of crisis as well as for crisis prevention.

**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. Anticipative, reactive and crisis management. Strategic and operational response measures. Implementation of the crisis management concept. Functions of management in crisis situations. Methods for overcoming crises. Prevention of crisis situations. Formation of the management team in crisis situations.

**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

**Academic hours per week: 21 + 2s**

**Type of exam:** written

**Academic hours per week: 21 + 2s**

**Type of exam:** written

help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

## ORGANIZATIONAL BEHAVIOUR

**ECTS credits:** 6

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

**Semester:** 5

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The aim of the training course for the students is to acquire knowledge about the organization and how it operates, what the needs of the people are and how they can be fulfilled in the best way. Students should expand their knowledge of the functioning and development of the organization, of the rules which determine how people work together, of the psychology of the organizational behavior. Knowing the theory of the organizations and their objectives will provide students with the necessary training for its application in practice.

**Contents of the course:**

Organizational behaviour as a scientific area and academic discipline- nature, objectives levels of analysis, approaches. Concepts of organizational behaviour - the nature of human resources and the nature of business. Individual employment behavior – individual differences, dynamics of individual differences. “I” in organizational behaviour. Motivation. Respect. Commitment. Reasons and motivation in the area of organizational behaviour. Motivation models. Types of motivation to work – attitude, involvement, commitment. Organizational theories. Groups in the organizations. Nature. Organizational roles, status and socialization. Formal groups and structure. Nonformal groups and structures, nonformal organizations. Image of organization. Organizational culture. Forms. Functions of organizational culture. Creation 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. Management and leadership concepts. Nature and differences. Quality of working process. Stress and its management. Counseling. Group dynamics. The group as an effective team. Change management.

**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 seminars discuss the theory taught in the lectures. The ongoing assessment by tests in the seminars is crucial for the students' final assessment.

## THEORIES OF ECONOMICS

**ECTS credits:** 6

**Form of assesment:** on-going assessment and exam

**Semester:** 5

**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 in economic subjects. The course allows sufficient information to be received, regarding the reasons, that have caused the appearance, development and becoming obsolete of different economic ideas. The main tasks to be done by training this subject are as follows: Enlarging the knowledge of economics. Getting acquainted with the knowledge of economics, the leading role of 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 capitalist formations; Mercantism; Phisiocretical school; Burgeois classical, political economy; Simon de Sismondi; Jean-Baptiste Say; Thomas Robert Malthus; Historical school; Utopic socialism; Marx`s political economy; Subjective school; Institutionalism; John Cainse; Neoliberalism; Econometry; Theoreticians of the economic dynamics; Monetarism. Industrial and post-industrial society.

**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

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

**Type of exam:** written

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

**Exam type:** written

help students draw their own conclusions. In training, priority is given to practical and independent work of students.

## **PRICES AND PRICING POLICY**

**ECTS credits:** 6

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

**Semester:** 6

**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 in Prices and Pricing Policy is included in the fundamental block of compulsory courses. The aim is to lay solid foundations on which students will build on further knowledge of 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. During the course students should learn the theoretical basis of prices and pricing policy and gain competence in the practical application of pricing tactics and strategies implemented by companies according to the market situation.

**Course contents:**

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

**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 seminars discuss the theory taught in the lectures. The ongoing assessment by tests in the seminars is crucial for the students' assessment.

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

**Type of exam:** written

## **MARKETING MANAGEMENT**

**ECTS credits:** 6

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

**Semester:** 6

**Methodological guidance:**

Department of Management and marketing

Faculty of Economics

**Annotation:**

This course aims to further develop the theoretical knowledge gained in the field of marketing and give them practical orientation and completeness. The course is oriented towards establishing and satisfying the needs of the clients in unison with the company interests. The processes of analysis, planning, organization and control of marketing activities are considered. Along with the presentation of fundamental knowledge, skills are formed for the application of this knowledge in practice. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of both other disciplines and disciplines with economic and business orientation.

**Contents of the course:**

Introduction to marketing management. Marketing management concepts. Marketing information system. Strategic marketing analysis. Market segmentation, selection of target market and product positioning on the market. Methods for strategic analysis. SWOT analysis - essence, role, elements and stages. Strategic marketing planning. Marketing strategies. Marketing plan - nature, types and content. Organization, implementation and control of marketing activities.

**Teaching and assessment**

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

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

**Type of exam:** written

## BASICS OF ENTREPRENEURSHIP

**ECTS credits:** 6

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

**Semester:** 6

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course is aimed at revealing the nature, content, management and organization of entrepreneurial business in a market economy. The aim of the course is to provide students with in-depth knowledge of the theoretical and practical problems of entrepreneurship and explore basic approaches to its implementation in the current conditions. The main tasks that need to be included in the curriculum are: Understanding the theoretical foundations and development of the economic theory of entrepreneurship. Understanding the nature and characteristics of entrepreneurship and its role in solving socio-economic problems and the necessary economic conditions and institutional conditions for its development. Understanding the issues and approaches to organization and management of entrepreneurial business.

**Contents of the course:**

The economic theory of entrepreneurship. Entrepreneurship in economic theory taught by J. Schumpeter. Entrepreneurship in economic doctrine J. Schumpeter. Entrepreneurship in modern economic theory. Definition of entrepreneurship. Defining characteristics of entrepreneurs and entrepreneurship. Reasons for entrepreneurial businesses. Components of motivation of entrepreneurial behavior. Role of entrepreneurship for economic and social development. Entrepreneurial economy. Economic conditions for the development of entrepreneurship. Role of the state to create an entrepreneurial environment. Entrepreneurship in small business. Entrepreneurship in the enterprise. Institutional conditions for the development of entrepreneurship and small business in the U.S. and EU countries. Entrepreneurship and SMEs in Bulgaria. Government policy to support entrepreneurship and small and medium business. Entrepreneurial business in a globalized world - problems and approaches to evaluation of factors for increasing competitiveness. Major business decisions for the realization of economic activity. Innovation in entrepreneurial activity - nature and importance. Sources of innovation. Evaluating the new idea. Entrepreneurial analysis and evaluation of the economic resources and optimization of their use. The risk in the entrepreneurship activity. Spheres of manifestation. Analysis and risk assessment. Entrepreneurial strategies - types, content and application areas. Entrepreneurial associations - nature, meaning, organization and management. Information support of entrepreneurial activity. Information as a resource. Information system.

**Teaching and assessment:**

To provide quality education to students, the course in Entrepreneurship 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. Training course takes the form of lectures and seminars. Topics of seminars follow the material taught during the lectures. Students are informed in advance of the seminar topics. During the seminars students deal with tests, assignments, case studies, the aim of which is to stimulate their logical thinking and making 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 for current control.

## ORGANIZATION AND MANAGEMENT OF AN ADVERTISING CAMPAIGN

**ECTS credits:** 6

**Form of assessment:** on-going assessment and exam

**Semester:** 6

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The lecture course in the discipline is a prerequisite for enriching students' knowledge by upgrading the knowledge of major specialized disciplines studied in previous semesters in the speciality. The course gives a chance to treat logical thinking, allowing generating fresh ideas, encouraging students to appreciate non-traditional thinking benefits.

After completing the course, students must have acquired basic knowledge and skills on how to organize and implement advertising campaigns; how to optimize advertising budgets to obtain a synergistic effect from their

**Academic hours per week:** 21 + 2s

**Type of exam:** written

**Academic hours per week:** 21 +2s

**Exam type:** written

consumption, to know the prerequisites for successful advertising of companies, as well as through advertising policy how to ensure the competitiveness of the company and its products on the market.

**Course contents:**

Advertising process. Determining the object of advertising, conducting advertising and marketing research. Formulation of the goal of the advertising campaign. Determining the budget of the advertising campaign. Production of advertising media. Media planning. Estimation of advertising costs. Purchase time and space in the means of advertising distribution. Organizing and carrying out advertising activities. Evaluate the effectiveness of the advertising campaign.

**Teaching and assessment**

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

## INTERNATIONAL BUSINESS

**ECTS credits: 6**

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

**Semester: 6**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course "International business" has substantially meaning for the students from the major "Business marketing and advertisement" because of the exclusively important role of the foreign trade exchange and the other forms of the international collaboration for the development of the business in the companies. In structural attitude it comprises the basic theoretic- methodological and applied knowledges concerning the basic group participants in the international business and the different forms for penetration of the international markets. Attention is detached in the deals of compensation principle, the license compact, the franchising and the direct foreign investments as a form of penetration of the international markets.

**Course contents:**

Participants in the international business. Ways for penetration in international market. Companies which initiate and accomplish international business. Brokers in international business. Promotive organizations in the international business. Export, main legs in the process of export. Forms of payment in the export and the import. Sources of financing of the foreign trades operations. Deals of compensation principle. License compact. Franchising. Direct foreign investments- content and main characteristics. Types of direct foreign investments. Motives of realization of direct foreign investments. International mixed enterprises.

**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.

## SALES MANAGEMENT AND BUSINESS LOGISTICS

**ECTS credits: 6**

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

**Semester: 6**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course in Sales Management and Business Logistics aims to further expand and deepen students' knowledge gained in the fundamental course in Basics of marketing. The course is of great importance because it covers the issues of organization and management of company products marketing. Students are first taught the nature and evolution of the process of selling and its place in the company marketing concept and on this basis they are later familiarized with the management and organization of sales, application of modern methods and tools for distribution, business (marketing), logistics, etc.

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

**Type of exam:** written

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

**Type of exam:** written

**Course contents:**

Nature and evolution of selling and selling process. Selling and marketing concept. Personal sales. The role of sellers of businesses. Types of sellers (wholesalers, retailers, affiliates, etc.). Classification of sales. Specifics of international economic transactions (transactions for international sales, etc.). The process of buying. Behavior of buyers. Interaction between buyers and sellers. The beginning of the sales process. Preparing for sale. preparation Techniques of sales. Making sales. Approach to customers. Offering the sale. Presentation. Techniques for making sales. Sales tactics. Completion of sales - rules, tips, techniques. Business logistics, marketing logistics and physical distribution. The role of sales manager. Management of sales staff. Management, planning and forecasting sales. Quoting the sales. Management of commercial areas. Requirements and changes associated with the inclusion of Bulgaria in the 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 personnel. Payment of sales staff. Evaluation and monitoring of sales execution. Sales promotion. Increasing the effectiveness of sales

**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 seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

## PROJECT MANAGEMENT

**ECTS credits: 6****Academic hours per week: 2l + 2s****Form of assessment:** ongoing assessment and exam**Type of exam:** written**Semester: 6****Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

In the course curriculum includes common problems of development projects that are the basis for the organization and management of projects applying for EU programs. The aim of the course is to provide students with in-depth knowledge of effective project development and management process of their creation and implementation. The main tasks that need to be addressed in the implementation of the curriculum are: learning about the nature, character, content and role of the projects for the development of the organization; acquiring knowledge and skills to develop projects and get acquainted with the organization of the project, its monitoring and control, reporting and evaluation of the project.

**Course contents:**

Nature of project management. Identification of the project. Defining the objectives of the project. Team Building Project. Elements of the project. Additional elements of technical, investment and business projects. Risks of the project. Preparation of the project proposal. Assessment of the project proposal. Implementation of the project. Processes of project management. Monitoring and control of the project. Reporting Project. Assessment of the project.

**Teaching and assessment:**

In order to provide quality education to the students, the course "Project Management" combines flexible different methods and forms of education: lectures on key topics, seminars and independent work in the form of coursework. Forms of control are also consistent with the nature of the discipline - holding discussions and tests, practical tasks and a written test of knowledge.

## INTERNATIONAL MARKETING

**ECTS credits: 7****Academic hours per week: 2l + 2s****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 course in International Marketing aims to enrich students' knowledge and build upon a link in the chain to improve students' knowledge and skills to quickly and easily adapt and put into practice the acquired theoretical aspects. The information obtained from the course in International Marketing allows the complete development of students and make them better marketers. The purpose of the knowledge gained in this course is to expand the

horizons of students on the use of marketing aspects in terms of the international environment and the extent established marketing rules valid for domestic and external markets.

**Course contents:**

Introduction to the nature of international marketing. International environment and international marketing. International market research. Segmentation of the international market. Product policy in international marketing. Political marketing channels for international development. Strategies for entering the international market. Communication policy and international marketing. Organization and management of international marketing activities.

**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 seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

## MARKETING PLANNING

**ECTS credits: 7**

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

**Semester: 7**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course discusses the theoretical foundations of marketing planning: nature, goals, methods, and tools. Special attention is paid to the effectiveness of marketing planning in the context of contemporary models of marketing planning. The role and importance of short, medium and long term marketing planning are identified as well as the main components of the project financing.

**Course contents:**

Nature and importance of marketing planning. Types of marketing planning depending on the duration. Short-term tactical planning and long-term planning. How to prepare a marketing plan. Required information for the marketing plan as a document. Elements of the marketing plan. Forecasts for the sale of goods and services. Preliminary (projected) balance sheets, profit and loss accounts and balance sheets of the upcoming costs and sources of funding. Projected capital expenditures. Methods of marketing planning. Marketing planning and analysis in the company. Internal factors in marketing planning. Project finance and its role in the materialization of financial policy. Deciding to choose alternative development projects of the company. External factors of marketing planning.

**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 seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

## LEADERSHIP AND LEADERSHIP COMPETENCIES

**ECTS credits: 7**

**Form of assessment:** on-going assessment and exam

**Semester: 7**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

In structural attitude the discipline "Leadership and leadership competencies" comprises the basic theoretic-methodological and applied knowledges for leadership, leadership competencies and leadership styles.

Knowledges and skills for elaboration a conception for development of the leadership qualities of the modern leader are building which is very important with a view of their future realization.

**Course contents:**

The essence of leadership. Leadership and needs. Specifics of organizational leadership. Approaches in the study of leadership - personalistic, behavioral, situational and contemporary directions. Management and leadership.

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

**Type of exam:** written

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

**Type of exam:** written

Similarities and differences between the leader and the manager. Leadership styles. Leadership qualities and skills. Image of the leader. Approaches to forming the image of the leader. Model for development of leadership competencies of the leader.

**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 seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

## APPLICATION OF SOFTWARE IN MARKETING RESEARCH

**ECTS credits: 7**

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

**Semester: 7**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

Success in today's business world often relies on a strong marketing campaign that can motivate a target audience. Before creating of the effective marketing strategy, though, the entrepreneur needs information about their target audience and the advertising methods that appeal to them most. Using market research software could give entrepreneurs the information they need to make the next campaign successful.

**Contents of the course:**

CGI - Common Gateway Interface - interface of the Web-server with other applications. Specialized statistical packages SPSS, Statistics. Working with SPSS. SPSS product portfolio. SPSS Data Collection Integrated models in SPSS - analytical process, data planning, collection to analysis, reporting and deployment. SPSS Modeler - models for quickly and intuitively predicting, without programming. SPSS Decision Management features: Predictive tools and mathematical techniques to optimize transactional decisions; Combined and integrated predictive models, rules and decision logic to deliver recommended actions; "What if..." simulations to accommodate changing conditions based on the volume, variety and velocity of incoming data; A flexible and intuitive user interface to support the development and implementation of targeted configurations and content.

**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.

## SPSS

**ECTS credits: 7**

**Form of assessment:** on-going assessment and exam

**Semester: 7**

**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.

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

**Type of exam:** written

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

**Type of exam:** written



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.

## DIGITAL MARKETING

**ECTS credits:** 7

**Form of assessment:** on-going assessment and exam

**Semester:** 7

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The entry of new technologies more and more aggressively into the socio-economic life has imposed new forms of manifestation and application of marketing. The use of information technology gives new dimensions to the business and opens wide opportunities for entering new markets and the successful promotion of companies and brands. Digital marketing allows companies to skillfully defend their market positions by resisting competitive attacks. The new reality, as a consequence of the IT revolution, requires a much different approach to consumers and their way of life. Along with the traditional forms used by companies to influence the audience, today digital marketing is becoming more and more intensive, allowing a stronger advertising presence with a clear provocation addressed to consumers. This is what requires a better knowledge of it, as it will expand the opportunities and competitive qualities of students in their professional development.

**Course contents:**

Introduction to digital marketing. Building an internet marketing strategy. Technology of conducting marketing research in an online environment. Web development and design. Email marketing. Online advertising. Basic advertising formats. Affiliate Marketing. Search engine marketing (SEM). Social media marketing.

**Teaching and assessment**

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

## PERSUASIVE COMMUNICATION

**ECTS credits:** 7

**Form of assessment:** on-going assessment and exam

**Semester:** 7

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The lecture course on the subject "Persuasive Communication" aims to acquaint students with several aspects of the social reality to which persuasion belongs. Gaining knowledge about the hallmarks of persuasive communication such as trust, attitude formation, authority building, motivation through fear, cognitive dissonance and building strong beliefs will form in students the ability to correctly read the "map" for access to consumer consciousness and to form desired user behaviour. The lecture course builds on students' knowledge obtained in specialized disciplines with special attention to new research in persuasive communication, bringing to the fore the network perception of communication, where each element of social relations is important in understanding, influencing and persuasion of the audience.

**Course contents:**

Introduction to persuasion. Historical and ethical foundations. Attitudes - definition and structure. The power of our passions: theory and study of the power of attitudes. Attitudes: functions and consequences. Measuring attitudes. The process of persuasive communication. The role of the communicator in persuasion. Basics of the message. Emotional appeals: fear and guilt. Cognitive dissonance theory. Interpersonal persuasion. Advertising, marketing and persuasion. Health communication campaigns.

**Teaching and assessment**

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

**Exam type:** written

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

**Exam type:** written

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

## **RISK MANAGEMENT AND INSURANCE**

**ECTS credits:** 7

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

**Semester:** 7

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course in the part "Risk Management" structurally covers both basic common themes about the nature and types of risks related to the implementation of investment activity and specific dimensions of choice and building successful hedging strategies aimed at coverage of risk exposure. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied knowledge priority is given to the practical side of the issue topics.

The purpose of the course in the part of insurance is to acquaint students with insurance relations as a specific type of financial relationships related to the operation of risk management, as well as the specific organization and product differentiation through which they are carried out.

**Contents of the course:**

Introduction - risk and risks. Risk management - essence, functions and organization. Financial globalization as a factor in risk management. Solvency assessment as a credit risk management tool. Market risk and strategies for its management based on the use of derivative securities. Currency risk, techniques and strategies for its management. The financial risk and its impact on the capital structure of the company. Origin and genesis of the insurance relations. Nature and fundamental characteristics of insurance. Insurance calculation. Forms of insurance protection. Stages of implementation of insurance claims. Operational intermediaries in the implementation of the insurance activity - insurance broker and agent. Insurance products in the field of property, car and life insurance.

**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.

## **MARKETING ANALYSIS**

**ECTS credits:** 5

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

**Semester:** 8

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course analyzes the marketing role in modern organizations: on one hand, it represents reliable basis for marketing planning, i.e. development of marketing strategies and programs and on the other, it reveals the foundations for continuous control over their performance in the achievement of objectives. Students in marketing will receive in-depth knowledge of marketing analysis methodology.

**Course contents:**

Analysis of micro-sales. Comparative analysis of sales. Analysis of variance. Analysis of the dynamics of sales. Index method. Analysis of the regularity of sales. Analysis of the seasonality of sales. Analysis of marketing costs. Marketing productivity analysis. Analysis of consumer satisfaction. Analysis of the market portfolio.

**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 seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

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

**Type of exam:** written

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

**Type of exam:** written

## ECONOMY OF TRADE

**ECTS credits:** 5

**Form of assessment:** on-going assessment and exam

**Semester:** 8

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The lectures in this course structurally covers basic problems of the economy of domestic trade and of the foreign economic activity and its fulfillment. . The aim of the course is the students of get in-depth knowledge of the nature, role, the main economic issues and indicators of internal trade in the modern world. In the training process will be obtained enough information on the methodology of carrying out transfers. Issues related to foreign trade as the most widely practiced form of foreign economic activity. The main tasks that need to be addressed in the implementation of the curriculum are learning about: the nature and role of trade for development of the national economy; the main economic issues and indicators related to the functioning of trade; organization of domestic and foreign trade enterprises.

**Contents of the course:**

Introduction Course. Basic concepts. Commodity market and trade. Domestic trade as subjective human activity. Realization of goods - manifestations and phases in the movement of goods to consumers. Separation of wholesale and retail. Business wholesale. Retail turnover. Resourcing of domestic trade operations. Labor resources in domestic trade. Costs in domestic trade. Results from domestic trade operations. Factors increasing the efficiency of domestic trade operations.

Foreign economic activity - nature and scope. Foreign trade - the emergence, development, nature and characteristics. Foreign trade - indicators categories. The role of foreign trade in the reproductive process. Foreign trade deal. Preparing to conclude foreign trade transactions. Contents of the foreign trade contract. Implementation of foreign trade transaction. Organisations and companies engaged in foreign trade and international business.

**Teaching and assessment**

The educational process in the conduct of lectures includes a brief introduction to provide a link between the previous and the new theme and familiarity with the material taught. It is envisaged that time to clarify the discussion of issues and questions from the students. During the seminars is conducted discussions and interviews. In the whole process of training within the auditorium work using interactive forms and modern electronic means. Priority in training is practical and independent work of students. Assess the knowledge, skills and competence of students.

## MANAGEMENT OF SMALL BUSINESS

**ECTS credits:** 5

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

**Semester:** 8

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

Lectures in Small Business Management have been developed in accordance with the general objectives of the subject of Business Management. The course structurally covers both basic general management issues of small business and problem management functional areas of its business. The aim of the course in Management of small business is to provide students with detailed knowledge of the management process in small businesses and to explore basic approaches to its realization in modern conditions.

**Course contents:**

Characteristics of small and medium enterprises (SMEs). The role of the small business for the social and economic development. The necessary economic requirements and prerequisites for its successful functioning. The need of small business management. Nature and characteristics of small management process. The need of strategic small business management. Analysis, evaluation and approaches to business resources optimal use. Approaches to the analysis of the small business internal statef. Defining the mission and goals of the SMEs business. Development and selection of strategies - criteria and requirements. Types of strategies applicable to SMEs. Business Planning for SMEs - nature, importance and types of business plans. Managing the marketing

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

**Type of exam:** written

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

**Type of exam:** written

activity of smaller wastage - defining and segmenting markets, development of marketing mix (product, price, distribution, promotion) management and organization of market research, marketing information system - functions, objectives and scope. Production management. Managing the company finances. SMEs investment management. Innovation management of SMEs. Human Resources Management - significance and features. Business organization of SMEs - positioning, organizational and management structure and organization of work processes. Information as a key resource for small businesses. Risk management in the small firm. Types of risk and management approaches.

**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 seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

## PERSONAL BRANDING

**ECTS credits:** 5

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

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

**Type of exam:** written

**Semester:** 8

**Methodological guidance:**

Department of Management and marketing

Faculty of Economics

**Annotation:**

The course aims to build theoretical knowledge in the field of branding by giving them a practical focus and completeness. It is focused on establishing approaches to building, managing and monitoring personal branding. The specifics of the brand, branding models, applications and good practices worldwide are considered. Along with the presentation of fundamental knowledge, skills for applying this knowledge in practice are formed. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of both other disciplines and disciplines with economic and business orientation.

**Contents of the course:**

Nature and historical development of brand management. Brand definitions. Characteristic features and elements of the brand. Value and brand identity. Factors for building and managing the brand. Brand image. Branding models. Personal branding - essence and specifics. Building a strategy for brand positioning. Personal brand book. Advertising communications and personal branding. Content building. Online presence. Publicity and public appearances. Management and protection of the personal brand. PR crisis management. Self-marketing and the application of the personal brand.

**Teaching and assessment**

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

## INTERNATIONAL TRADE INSTITUTIONS

**ECTS credits:** 7

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

**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 course in International trade institutions aims to deepen students' knowledge of the dynamics, structure, trends and current problems of modern international trade and participation of our country in it, as well as the role of international trade institutions. In view of this trade relations between groups of countries including the so-called Triad (U.S., EU, Japan) and special trade within the EU are discussed. The emphasis is on the role of the WTO liberalization and development of world trade in the years after World War II and the role of the EU in international trade.

**Course contents:**

Classical and neoclassical theories of international trade. Volume, structure, dynamics and trends of the modern world trade. Current problems. World Trade Organization - the emergence and role in the development and liberalization of international trade. The object of individual negotiation "Round"-s. Results and achievements. Bulgaria as a member of the WTO. Commercial links between groups of countries. Commercial links in the Triad. North-South Trade. Bulgaria's participation in international trade. Current problems. Development of intra-EU trade. Common commercial policy in the EU common agricultural policy and other general policies - protection and subsidy measures and practices. Dynamics and structure of the European Union trade. Role and impact of the accession of Bulgaria to the EU on the development of national economy and participation in international trade and on trade relations with the EU. Role of the single currency for the development of internal integration EU trade. Forms and methods of payment in international trade. Assessing risk in international trade. Systems to promote and export insurance. Involvement and role of global commodity markets in international trade.

**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 seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

**ECOMMERCE BUSINESS (E-BUSINESS)**

**ECTS credits:** 5

**Form of assessment:** on-going testing and exam

**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.

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

**Type of exam:** written

## MANAGEMENT DECISIONS

**ECTS credits:** 5

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

**Semester:** 8

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The objective of the course in Management Decisions is to extend the knowledge of the Business Administration students on the issues related to management decision-making and on that base to contribute to their complex multi-functional training. The major problems to be solved are: to learn the methods and models of choosing, making, implementing and control of management decisions; to provide general knowledge on the factors influencing the management decisions, risk and role of communication.

**Course contents:**

Content of the concept "management decision". Classification of the management decisions. Structure of the process of taking management decisions. Principles of taking management decisions. Factors which have an influence on the process of taking management decisions. Preparation for elaboration of management decisions. Elaboration of alternative management decisions. Choice of solution. Performance and control on the performance of management decisions. Methods of taking management decisions. The leader in the process of taking management decisions. Style of taking management decisions. Information provision of the process of taking management decisions. Levels of support in the organization when taking decisions. The risk in taking management decisions- characteristic, assessment and limitation of management risk.

**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 seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

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

**Type of exam:** written

## ORGANIZATION OF THE ENTERPRISE

**ECTS credits:** 5

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

**Semester:** 8

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The lectures in this course in structural terms include: 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. 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, as other disciplines and the disciplines of economic and business focus. The aim of the course is to provide students with in-depth knowledge in this subject area.

**Course contents:**

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**

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

**Type of exam:** written

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.

## **INTELLECTUAL PROPERTY**

**ECTS credits: 5**

**Form of assessment:** on-going assessment and exam

**Semester: 8**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The lecture course is presented in systematic form knowledge of intellectual property. Presents various aspects of intellectual property, as well as details of administrative management modes and documentation systems. Special attention is paid to the socio-economic aspects of intellectual property, copyright and related rights. The aim of the course is to provide students with systematic knowledge and develop skills in this crucial area of modern economic and social activities in particular.

**Course contents:**

System of intellectual property. Importance and contribution of intellectual property. Intellectual property and international cooperation. Copyright and related rights. Rights related to copyright. Piracy and violations. International system of copyright. Copyright law and copyright management. Patents. Trademarks. Design. Licensing and technology transfer. Innovation and intellectual property. International cooperation in the field of intellectual property.

**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. During the seminars tests, tasks and cases are solved and the aim is to stimulate logical thinking of the students and their independent reaching of correct conclusions and solutions. Assess the knowledge, skills and competence in the implementation of the current control, of serious importance are the results achieved by the set assignments and tests.

**Academic hours per week: 21 + 2s**

**Type of exam:** written