



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department: Management and Marketing

ECTS Information Package

Major: Business management and entrepreneurship

Master Program: Business Management and Marketing

Education and qualification degree: Master

The training is intended for students graduates "Bachelor"/"Master" in professional fields 3.7. Administration and Management, 3.8. Economics and 3.9. Tourism.

1. GENERAL PRESENTATION OF THE PROGRAMME

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

2. PURPOSE OF PREPARATION:

The masters, graduated in Business Management and Marketing, acquire in-depth theoretical knowledge and practical skills related to the management of companies, market strategy, marketing strategy and marketing research; with new methods and techniques for making innovative decisions for the development of competitive products. The combined master's program enables students to develop their professional skills and abilities in terms of management and marketing in today's competitive business environment, where organizations continue to compete in oversaturated markets. The training of students in this specialty includes mandatory specialized training and elective courses. It provides the foundation on which the modern business management and marketing is built, using foreign experience in this field. Skills for speed, adequacy in reactions and innovation are formed, in accordance with the changing situation in the business environment. Habits are developed for the use of management and marketing technologies through software products.

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

Knowledge:

1. Has a wide range of theoretical and practical knowledge specialized in business management and marketing, which build on what was achieved in the previous stage of training.
2. Knows, understands and expresses theories, concepts, principles and laws.
3. Possesses highly specialized theoretical knowledge, including advanced, which form the basis for originality in the development and implementation of innovative ideas and solutions.
4. Demonstrates a critical awareness of knowledge in the field of business management and marketing and the relationships between the various areas studied.

Skills

1. Has a rich set of practical and cognitive skills and approaches necessary for understanding abstract problems and developing creative solutions.
2. Defines the problems and solves them, based on modern research by integrating knowledge from new or interdisciplinary areas, showing the ability to generate new knowledge and procedures related to research and innovation.
3. Formulates adequate judgment in situations characterized by incomplete or limited information and unpredictability.
4. Develops new and diverse skills in response to emerging knowledge and practices.
5. Demonstrates free application of innovative methods and tools, characterized by innovation in solving complex tasks and unpredictable problems in the specialized field of work.

6. Shows an initiative in work and learning in a complex and unpredictable environment, requiring solving problems with many interacting factors.
7. Is able to freely and with arguments present the results obtained from the conducted research, for this purpose he develops scientific publications and takes part in scientific forums.
8. Has in-depth skills to prepare presentations to present the results of their research and development.

Competences:

1. Independence and responsibility

- Able to build administrative and organizational structures and independently manage teams for solving complex problems in a turbulent business environment, with many interacting factors and variables.
- Demonstrates in-depth competencies in creating and interpreting new knowledge in the field of business management and marketing through own research or other scientific activity.
- Demonstrates mastery of operational interaction in managing change in a complex environment.
- Shows creativity and innovation in project development.
- Initiates processes and organizes activities that require a high degree of coherence, formulates policies and demonstrates leadership qualities for their implementation.

2. Learning competencies

- Systematically and thoroughly assesses his knowledge and identifies needs for new knowledge.
- Demonstrates a high degree of independence and easily navigates into complex learning content, applying their own approaches and methods to master it.
- Uses a variety of methods and techniques for learning complex learning content.
- Has a rich conceptual apparatus and shows abilities for conceptual and abstract thinking.

3. Communicative and social competencies

- Is able to present clearly and easily their own ideas, formulations of problems and possible solutions to a specialized and non-specialized audience, using a wide range of techniques and approaches.
- Develops and presents reasoned ideas about social processes and practices and justifies proposals for their improvement or change.
- Fully communicates in some of the most common European languages.

4. Professional competencies

- Collects, processes and interprets specialized information needed to solve complex problems in business management and marketing.
- Integrates a wide range of knowledge and sources of information in a new and relatively unknown context.
- Makes sound judgments and finds solutions in complex business environments.
- Demonstrates abilities for adequate behavior and interaction in a professional and / or specialized environment.
- Able to solve problems by integrating complex sources of knowledge, in conditions of insufficient available information, in a new unknown environment.
- Is able to initiate changes and manage development processes in complex conditions.

4. SPHERES OF PROFESSIONAL REALIZATION.

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

3343/3001 Administrative Secretary; 3343/3002 Assistant, correspondence; 3343/3009 Executive Secretary, Office; 3343/3010 Secretary of the Management Board; 1120 Managing and executive directors; 1120/7001 General Director; 1120/7002 Executive Director; 1120/6004 Manager, cooperative enterprise; 1120/6005 Director, organization; 1120/6006 Director, enterprise; 1120/7012 Deputy Director General; 1120/6013 Deputy Director, organization; 1120/6014 Deputy Director, Enterprise; 1120/7015 Deputy Head, Cooperative Enterprise; 1120/7016 Deputy Chairman, Management Board / Board of Directors, Company; 1120/7017 Deputy Executive Director; 1120/7023 Manager; 1120/7027 Deputy Governor; 1120/7045 Regional Manager; 1120/7048 Director; 1120/7050 Director of regional division; 1219 - Managers in business services and administrative activities, nec; 1219/7001 Director, directorate, administrative activities; 1219/6002 Manager, business services; 1219/5005 Head, direction; 1219/6007 Head, Business Services Department; 1219/6010 Head / Head, Administrative Department; 1219/6011 Head of Unit; 1219/5012 Leader group; 1219/5017 Head of regional unit; 1219/5018 Head / Director / Head of Department; 1219/6019 Head / Head of Sector; 1219/6020 Head / Head of Service; 1219/6021 Head / Head / Department Manager; 1219/6022 Director of the Directorate; 1219/7023 Head of integrated management system; 1219/7024 Chief, administrative service; 122 Sales, marketing and development managers; 1221 Sales and marketing managers; 12216002 Manager sales and marketing; 12216003 Purchase / 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; 12217001 Commercial Director; 1222 Advertising and public relations managers; 12226002 Head of unit Advertising; 12226004 Manager Advertising; 12226005 Manager Advertising and Public relations; 1223 Heads of research and development; 12237006 Head of Unit Research and Development; 2431 Advertising and marketing specialists; 24316001 Analyzer, market research; 24316002 Marketing expert; 24316003 Expert Advertising.

The qualification characteristic of the specialty "Business Management and Entrepreneurship" for the educational degree "Master" with professional qualification "Master of Business Management and Marketing " is a basic document that determines the development of the curriculum and curricula. It complies with the Higher Education Act of the Republic of Bulgaria, with the Ordinance on the State Requirements for acquiring Master's, Bachelor's, Specialist's degrees and with the Regulations of the South-West University "Neofit Rilski".

STRUCTURE OF CURRICULUM
PROFESSIONAL DIRECTION: 3.7. ADMINISTRATION AND MANAGEMENT
MAJOR: BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
MASTER PROGRAM: BUSINESS MANAGEMENT AND MARKETING
EDUCATION AND QUALIFICATION DEGREE: MASTER
PROFESSIONAL QUALIFICATION: MASTER IN BUSINESS MANAGEMENT AND
MARKETING
FORM OF EDUCATION: FULL TIME

First year			
Second semester	Second semester	Second semester	Second semester
1. Strategic management 2. Strategic marketing decisions 3. International commodity markets 4. Management in global environment 5. Cluster integration and marketing 6. Elective courses I group	5.0 4.0 6.0 6.0 6.0 3.0	1. Competitive analysis 2. Marketing consulting 3. Leadership in management 4. Company culture and ethics 5. Elective courses II group State Exam or Master's Thesis Defence	3.0 3.0 3.0 3.0 3.0 15.00
<u>Elective courses (students choose one course from the group)</u>		<u>Elective courses (students choose one course from the group)</u>	
<u>Elective courses I group</u> 1. Digital marketing 2. Stock and sales policy 3. Strategic innovation management 4. Strategic planning	3.0 3.0 3.0 3.0	<u>Elective courses II group</u> 1. Management of expenses of the enterprise 2. Communication policy 3. Stress management in the organization	3.0 3.0 3.0
	Total 30		Total 30

TOTAL NUMBER FOR 1 YEAR OF EDUCATION: 60 CREDIT

DESCRIPTION OF ACADEMIC COURSES
MAJOR: BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
MASTER PROGRAM: BUSINESS MANAGEMENT AND MARKETING
Education and qualification degree: Master

STRATEGIC MANAGEMENT

ECTS credits: 5.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Emphasis upon the theory combined with its practice applied character and the difference between the experience of the world leading companies and this country governing practice. The program corresponds most directly to more specific management sciences like Personal Management, Industrial Management, Innovative Management, etc. and the programs like Marketing, Microeconomics, and Macroeconomics.

Course contents:

Essence of management. Analysis of the management changes in the 60s of the XX century. The coming of strategic management. Essence of strategic management. Strategy and goals. Hierarchy of goals. Algorithm of creating a strategy. The role of the environment. Screenplay analysis. Method of segmentation. Project and choice of a strategy. Mission of an organization. Tools for creating a strategy; portfolio analysis, matrix of Boston consulting group, "General Electric" matrix, Ansoff matrix. Diversification strategy. Essence of the diversification. Types of diversification strategies and mechanism for their creation. Competitive strategy, analysis and profile of the competitors. Forms of the competitive fight and mechanism for creating competitive strategy. Strategy and firm culture. Essence of management structures. Organization as a system; common pattern and its characteristics. Structure, connection, goals, and behavior. Organizational planning. Types of management structures (fundamental concepts – group of management, level of management, scale of control, delegation, etc.). Functional management structure – essence, creation, contradictions. Divisional management structure. Vertical and horizontal integration. Diversification and division of labor. Role of leadership. Role of leadership in creating a strategy and a management structure.

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.

Hours per week: 2l + 1s

Type of exam: written

STRATEGIC MARKETING DECISIONS

ECTS credits: 4

Form of assessment: ongoing assessment and exam

Semester: 1

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 management and marketing and to give them practical orientation and completeness. The program provides for the consideration of basic issues concerning the process of strategic marketing decision-making - definition, specifics, methodology, methodology, organization, implementation and control of the process. 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 role of strategic marketing management. Technology of the process of strategic marketing management. Nature and role of marketing strategy as a basic tool for strategic marketing management. Specifics in the development of marketing strategy. Types of marketing strategies and their connection with strategic marketing decisions. Nature, role and characteristics of the strategic marketing decision. Levels of strategic decision-making. Strategic marketing decision-making process. Basic decisions related to the analytical activity in marketing management. Marketing decisions related to strategic marketing planning. Basic decisions concerning the organization of marketing activities. Strategic decisions related to the control of marketing activities. Theoretical and methodological aspects of the analysis and evaluation of the marketing activity of the enterprise in the process of strategic marketing decision-making.

Teaching and assessment

Teaching is in the form of lectures and seminars. At the beginning of each lecture a short introduction is provided to

Academic hours per week: 2l + 1s

Type of exam: written

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.

INTERNATIONAL COMMODITY MARKETS

ECTS credits: 6

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The course aims to introduce students to critical issues. In a market economy, without knowledge of trends in the markets in which they buy or sell is unimaginable business success of companies. Therefore, the lectures and seminars students will have the opportunity to get acquainted with the nature and international territories with methods and approaches for studying the prerequisites, evaluation and forecasting economic conditions in these markets. Special attention is paid to the characteristics of the study and forecasting of prices of major commodity groups - raw materials and finished products. Addressed in mutual respect and dependence and on the basis of the achievements of the theory and practice in this area. *The aim* of the course is to equip students with knowledge and skills in teaching material, learning the specifics of the prices defining the business environment and the key factors that determine their status.

Contents of the Course:

Essence of international markets. Identification, characterization and study of the causes of market conditions. Definitions situation. Features of the situation. Need to study the situation. Theories of situation. Factors determining the situation. Metrics to study the situation. Times and prices. Organizational aspects of the analysis and forecasting situation. Methods for studying and forecasting the situation. Sources of information for studying and forecasting the situation. Specificity and methodology of studying and forecasting the situation on the markets for raw materials and fuels. Specifics of the study and predict the market situation of machinery and equipment

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.

MANAGEMENT IN GLOBAL ENVIRONMENT

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The objective of the subject of Management in Global Environment is to extend the post-graduate students' knowledge in the issues of management in global environment and thus to contribute to their complex multi-functional training. The major problems to be solved in the implementation of the syllabus are: to extend the training and knowledge of students majoring Business Administration on the issues of management in global environment, in the circumstances of exceptional dynamics in the development of world economy, as well as of the separate countries; to clarify the specificity of the object and subject, and of the methods of management applied with regard to the foreign economic activities; to make the transition to a detailed clarification of the international parameters of function-oriented management at a company level.

Course contents:

Internationalization and globalization of business activities and modern management. Economic and management theories of the company. Major features of management in a global environment. Management in global environment at the prospect of modern theories of transnational and global capital. Theoretical conceptions of cultural impact on the corporate management. Strategic planning in international business. Strategic analysis and competitive advantages. Strategic analysis and international environment. Risk and types of risk. Organizational provision of international business planning. International corporate strategies. Corporate strategies based on the manner of entering the market. Organization and influence of cultural factor

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.

Course hours per week: 2l + 2s

Type of exam: written

Academic hours per week: 2l + 2s

Type of exam: written

CLUSTER INTEGRATION AND MARKETING

ECTS credits: 6

Forms of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The training course is developed in accordance with the general objectives of the specialty "Marketing, Innovation and Branding". It aims to reveal the nature and content of the cluster approach and the management and organization of clusters in connection with marketing. The aim of the course "Cluster Integration and Marketing" is for students to gain in-depth knowledge of theoretical and practical issues related to the application of the cluster concept and some solutions with a marketing focus.

Course contents:

Theoretical prerequisites of the cluster concept. Emergence of business clusters and factors influencing their formation and development. Influence of clusters on regional development. Foreign experience in the formation of clusters - European, American and Asian models. Creating a cluster. Organizational structure of the cluster. Management. Factors for the management of the activity of the clusters. External links of the cluster. Cluster marketing. Actions for allocation of resources and investments. Analysis of the situation and the needs for qualified skills.

Stimulating innovation and entrepreneurship. Information activities Information gathering and analysis. Evaluation of the activity of the cluster. Actions for progressive development.

Teaching and assessment:

The training course is implemented as lectures and seminars. Topics of seminars further discuss the material taught during lectures. Priority in the training is given to the practical and independent work of the students. 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.

са резултатите, постигнати от поставените задания и тестове.

DIGITAL MARKETING

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 1

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

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

STOCK AND SALES POLICY

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Academic hours per week: 2l + 2s

Type of examination: written

Academic hours per week: 2l + 0s

Type of examination: written

Academic hours per week: 2l + 0s

Type of examination: written

Faculty of Economics

Annotation:

The course "Commodity and sales policy" is a prerequisite for enriching the social and economic culture of the students, providing the opportunity to use the entire arsenal of knowledge acquired during their training in the specialty. The course provides opportunity for training of logical thought, giving the opportunity to generate new ideas, and encourages students to appreciate the benefits of unconventional thinking. The course has a key role in the formation of the system of scientific knowledge and skills necessary for the professional - manager. Based on the general and specific knowledge obtained in the general course in the basics of marketing, training appears to be a logical extension and upgrading of knowledge, along with the acquisition of new knowledge, development of skills and habits that will have a high practical value for students their future.

Course contents:

Goods such as elements of the marketing mix. Formation of a company policy of stock. Procedure for the formation of stock policy. Innovation policy company. Formation of innovation strategy. Organization of innovation activity. Process of creating a new product. Marketing strategy for new products. Design, packaging and marking of new products. Methods to assess consumer preferences for alternatives a new product. Marketing and scientific and technical policy

Teaching and assessment

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

STRATEGIC INNOVATION MANAGEMENT

ECTS credits: 3

Academic hours per week: 21 + 0s

Forms of assessment: ongoing assessment and exam

Type of examination: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Strategic innovation management is part of innovation management and solves the issues of management, planning and implementation of innovation projects. 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 Strategic management of innovation. The course is related to the theory and practice of general management of the enterprise, production management, financial management, economics and organization of the enterprise and others. Strategic innovation management is a tool for the competitiveness of the companies and a combination of innovation culture, innovation strategy, innovation capacity and innovation discipline that makes innovation real and sustainable for the organization. As innovation is an integral part of the company's strategy, the innovation process must be managed in accordance with the vision and goals of the organization. The course analyzes the activity of applying an integrated approach to innovation by considering a number of general and specific economic features characterizing the strategies, forms and means of innovation activity in the country, identifying the subjects and the necessary qualities for the implementation and realization of innovations, reveals the degree of innovation activity and the barriers to them, the state, forms and rates of innovation in our country, European practices in this regard, etc. The aim of the course "Strategic Innovation Management" is for students to gain in-depth knowledge in the field of strategic management and making a wide range of decisions in relation to the management and organization of the development and implementation of innovations in the enterprise.

Course contents:

Introduction, goal and objectives of the course. Essence of management. Occurrence of strategic management. Nature of strategic management. Strategy and goals. The successful management of innovation - strategic task in the current economic conditions. Innovation - the central problem of the strategies and policies of the development of modern economy. Innovation process. Terminology and stages of the innovation process. Classifications of innovation. Classification criterion - type of innovation. Design and selection of strategy. Mission of the organization. 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. Innovation networks and the positions of the company. Innovation activity and barriers to innovation. Overcoming barriers to innovation. 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. Strategic Innovation Management and trends in innovation. Innovative manager and corporate behavior. Corporate culture and company policy. Building an innovation infrastructure in Bulgaria. Development of the European Research Area. Innovation programs of the European Union.

Teaching and assessment:

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the

transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

STRATEGIC PLANNING

ECTS credits: 3

Academic hours per week: 21 + 0s

Forms of assessment: ongoing assessment and exam

Type of examination: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

This course aims to further develop the acquired theoretical knowledge in the field of planning and to give them practical orientation and completeness. The program provides for the consideration of key issues concerning the approaches, principles, methods and technology of strategic planning. 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:

General characteristics of planning - nature, features, principles. Planning in the conditions of European integration. Planning and programming. Types of plans and programs. Company planning - essence, features, principles. System of company plans. Strategic company planning in the conditions of European integration - opportunities, requirements, problems. Nature and content of the process of developing a company strategy. Analysis and forecast of the external environment of the company. Analysis and evaluation of the internal environment of the company. Defining the goals of the company. Models for strategic analysis and strategy selection. Types of company strategies. Choice of strategy. Strategies applied both for the company as a whole and for individual areas and spheres of its activity. Strategies growth, reduction, liquidation. Functional company strategies. Marketing strategy. Innovation strategy. Production strategy. Investment strategy. Human resources (staff) strategy. Financial strategy. Implementation of company strategies and strategic plans in the medium and current company plans.

Teaching and assessment:

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

COMPETITIVE ANALYSIS

ECTS credits: 3

Academic hours per week: 31 + 0s

Forms of assessment: ongoing assessment and exam

Type of examination: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course in the discipline "Competitive Analysis" is developed in accordance with the general objectives of the specialty "Business Management and Marketing". In structural terms it covers: main issues of the analysis and its interrelation with the strategy and the competitive information; methods of competitive analysis. The aim of the course "Competitive Analysis" is for students to gain in-depth knowledge of competitive analysis, methods and tools for competitive analysis.

Course contents:

Стратегия и процес на набиране на конкурентна информация. Анализът и неговите капани. Система FAROUT. Бостънска матрица. Матрица на „GE“. Отраслов анализ. Анализ на стратегическите групи. SWOT-анализ. Анализ на стойностните вериги. Анализ на „слепите зони“. Конкурентен анализ. Анализ на сегментацията на потребителите. Анализ на покупателната стойност. Анализ на функционалните възможности и ресурси. Оценка на индивидуалните характеристики на конкурентите. Анализ на разногласията. Анализ на общата обкръжаваща среда (STEEP). Анализ на сценария. Анализ на посредниците. Анализ на кривата на опита. Анализ на вектора на ръста. Патентен анализ. Анализ на жизнения цикъл на продукта. Анализ на S – кривите (на жизнения цикъл на технологиите). Анализ на финансовите коефициенти и показатели. Програмиране на стратегическите фондове. Анализ на равнището на устойчивото развитие.

Teaching and assessment:

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

MARKETING CONSULTING

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department: Management and Marketing

Faculty of Economics

Annotation:

The course has been developed in line with the overall objectives of the specialty "Marketing". It is aimed at revealing the nature and content of counseling, marketing approach to it, effective methods for solving marketing and management tasks in a market economy. The aim of the course "Marketing Consulting» is to provide in-depth knowledge of the theoretical and practical problems of counseling in the field of marketing and to explore basic approaches to its realization in the modern world

Contents of the Course:

Essence of counseling and prerequisites for its implementation. Approach to marketing consulting. Fundamentals of Marketing podhod. Instrumenti of marketing consulting. Test methods and methods of marketing consulting vazdeystvie. Etika. Projects of marketing consulting. Hierarchy of projects. Business consulting firm to develop a strategy and concept development company. Methods consultancy to optimize the organizational structure and functional areas of the enterprise. Optimization program and a report of the consultant. Implementation of projects for optimization. Examination of business projects. Approach to appraisal. The subject of expertise. Report a consultant. Revise marketing. Tasks. Revise the organizational structure, functions and interactions. Revision of approaches and methods of marketing. Developing marketing strategies. Advising the development of an advertising campaign. Consultants and consulting agencies. Individual (independent) consultants. Consultancies - nature, advantages and disadvantages. Styles and methods of counseling. Project Consulting. Development tools. Internal consultation. Other methods of counseling. Selection of a consultant. Opportunities for self-diagnosis.

Teaching and assessment

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

LEADERSHIP IN MANAGEMENT

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

In structural attitude the discipline "Leadership in management" comprises the basic theoretic- methodological and applied knowledges for leadership, leadership qualities, the image of the leader and leadership styles. Knowledges and skills for elaboration a conception for development of the leadership qualities of the modern leader and forming its image are building.

Course contents:

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

COMPANY CULTURE AND ETHICS

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Academic hours per week: 31 + 0s

Type of examination: written

Academic hours per week: 31 + 0s

Type of examination: written

Academic hours per week: 31 +0s

Type of examination: written

The course provides students with knowledge and skills to achieve full interpersonal, collegial, professional and social contacts, as well as modern knowledge in the field of corporate culture. Culture, and in particular corporate culture, is seen as the connecting element and carrier of self-determination of a group of individuals, and, accordingly, organizations. Students perceive the idea that achieving a balance in the differences between the participants in a group is the factor contributing to personal and professional development. The belief is introduced that the main component for achieving harmony in the work environment are the established values and through them the personal satisfaction of the individual is achieved in achieving the pre-set goals. The idea is realized that it is through the mechanisms of the company culture that the individual differences in a given group can be directed and managed towards the construction of common organizational and company values. The study of the discipline "Company Culture and Ethics" is useful and necessary in view of the dynamics of professional company relations. The company culture is presented as a complete system that encompasses and connects all elements of organizational life, going through all aspects of the functioning of the organization.

Course contents:

Culture, subculture, degree of influence of cultural factors. The essence of company culture: emergence and development. Historical and terminological retrospection. Formation of company culture and its interaction with other cultural systems. Company culture and / or organizational culture. Company culture and organizational behavior. External and internal determinants. Company subcultures. Typology of company culture. Models of corporate culture - Deal and Kennedy, Harrison and Handy, Hofstede, E. Shane, Hampdon - Turner, Trompenaars, HOME Model by W. Gross and S. Shitchman. Role and characteristics of the company culture. Elements of company culture. Mission, rituals and motivation in the company. Elements, functions and "contradictions" of the organizational culture. Company policy and company culture. Company secret and code of conduct in the organization. Company culture and business environment. Image and organizational culture. Company image indicators. Contemporary leadership and company culture. Company protocol. Company code of ethics. Corporate governance and conflict of interest. Corporate sustainable social responsibility and management ethics. Management of company culture through the tools of human resources management. Innovative orientation of the company culture. Nature, origin, sources and institutionalization of business ethics. Defining the subject area. Basic approaches in business ethics. Mechanisms for regulating ethical standards in business. Ethical principles in business. Need for ethical principles in management practice. Loyalty, autonomy and paternalism. Place and role of management ethics in the structure of business ethics. Relationship of business ethics with other scientific fields and areas of applicability in management. Organizational ethics. Features of ethical behavior in the organization. Professional duties and ethical conflicts in the various departments of a company. Social responsibility. Global business ethics - multinational issues. Management of company culture and ethics through the tools of human resources 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 further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

MANAGEMENT OF EXPENSES OF THE ENTERPRISE

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures on the course "Management of expenses of the enterprise" has been developed in accordance with the general objectives of the subject "Project Management". The aim of the course "Management of expenses of the enterprise" is to give students a thorough knowledge of the general problems of management of expenses of the enterprise. The main tasks to be solved in the implementation of the curriculum are: 1. Acquiring knowledge about the fundamental problems of organization costs. 2. Acquiring knowledge about key issues related to methods for determining the cost of production. 3. Acquiring knowledge about the major problems associated with systems for determining the cost of production.

Course contents:

Expenses of the enterprise. Methods for estimating the inventories of the enterprise. Labour costs and pay systems work in the enterprise. Allocation of expenses of the enterprise. Method of cost absorption. Method of direct cost. Cost of workload and batch. Cost of contract. Cost of processes. Cost and related byproducts.

Teaching and assessment

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

COMMUNICATION POLICY

ECTS credits: 3

Form of assessment: on-going assessment and exam

Semester: 2

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

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

STRESS MANAGEMENT IN THE ORGANIZATION

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The discipline "Stress Management in the organization" forms a special knowledge in the field of management. It is designed to acquaint students with theoretical concepts and research methods related to stress and ways to manage it in an organizational environment. It has a theoretical and applied orientation. The expected outcomes are related to the knowledge of key concepts and specific tools for stress management. The aim is to develop and use the acquired knowledge and skills to increase efficiency in solving these specific problems in the organizational environment.

Course contents:

The stress and behavior of the human factor. The concept of "stress" - essence and definition. Views on the study of stress. Approaches to the study of stress. Stress situation, stressors and behavior of the human factor. Basic models for studying stress in an organizational environment. Classic models for stress research. Modern models for stress research. Methodological and applied aspects of stress management in an organizational environment. Empirical data on the influence of stress on the behavior of the human factor in Bulgaria and EU countries. Need for a socially adaptive model for stress management in an organizational environment. Structure of the socially adaptive model for stress management in an organizational environment. Influence of organizational factors on human stress. Stressors and personal perceptions of the human factor. Negative consequences for the human stress factor. The human factor and guidelines for overcoming stress. Benefit from the socially adaptive model and development of strategies for future stress prevention.

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.

Academic hours per week: 31 +0s

Exam type: written

Academic hours per week: 31 + 0s

Type of examination: written