



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 in the four-semester course of the master's program is intended for students who have completed a bachelor's or master's degree in professional fields other than 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			
First semester	ECTS credits	Second semester	ECTS credits
1. Economics 2. Marketing 3. Business management 4. International Business 5. Management decisions	6.0 6.0 6.0 6.0 6.0	1. Entrepreneurship 2. Бизнес планиране и контрол 3. Labour economy 4. Pricing strategies 5. Elective courses I group	6.0 6.0 6.0 6.0 6.0
		<u>Elective courses</u> <u>(students choose one course from the group)</u>	
		<u>Elective courses I group</u> 1. Business correspondence 2. Organization of the enterprise 3. Innovation and innovation policy 4. Management business etiquette	6.0 6.0 6.0 6.0
	Total 30		Total 30
Second year			
First semester	ECTS credits	Second semester	ECTS credits
1. Strategic management 2. Strategic marketing decisions 3. International commodity markets 4. Management in global environment 5. Cluster integration and marketing 6. Elective courses II 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 III 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 II group</u> 1. Digital marketing 2. Stock and sales policy 3. Strategic innovation management Strategic planning	3.0 3.0 3.0 3.0	<u>Elective courses III 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 FOR 2 ACADEMIC YEARS: 120 CREDITS

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

ECONOMICS

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Management and marketing

Faculty of Economics

Annotation:

The teaching Course helps the students-masters from the first Year, to understand and to think through the Contents, intermediate connections and the dependences between the different actors and institutions in the field of the economic theory. This must help them to get a correct orientation in many other fields of their theoretical and practical study. According Mansur Olsson the main target of the Microeconomic Theory is to research and to understand “ the behavior of the individuals and the bodies, involved in taking economic decisions regarding and in connection with their specific economic (and related) markets, so as also the intermediate connections, which every economic subject (body) must take into account in his economic (related) activity”.

Contents of the course:

Introduction to the theory of economics - subject, scope and objectives of the discipline. Role and placement of the market - market mechanism, demand, supply, market equilibrium, elasticity. Main macroeconomic problems - Economic activity in units of the performance. Economic objectives. Instruments of macroeconomic policy. Structuring and environment of the market - business entities and bodies. Measures of the macroeconomic activity - gross domestic product.

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.

Academic hours per week: 2l + 2s

Type of exam: written

MARKETING

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 1

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

Teaching and assessment

The 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.

BUSINESS MANAGEMENT

ECTS credits: 6

Academic hours per week: 2l + 2s

Form of assessment: on-going assessment and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment

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.

INTERNATIONAL BUSINESS

ECTS credits: 6

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course "International business" has substantial 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.

MANAGEMENT DECISIONS

ECTS credits: 6

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 1

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

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.

ENTREPRENEURSHIP

ECTS credits: 6

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 2

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:

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.

BUSINESS PLANNING AND CONTROL

ECTS credits: 6**Academic hours per week: 3l + 1s****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 necessity of studying the discipline "Business Planning and Control" results from the role of planning as a major function of enterprise management. It includes topics that focus on theoretical and methodological issues of planning and forecasting. The essence and content of the company's planning process are revealed, the principles on which it is based are presented and the different types of plans are characterized. In the curriculum a significant place is given to the topics related to the strategic company planning, as well as to the planning of the activities in the separate functional directions of the economic organization. The different types of strategies are characterized and the emphasis is on the methods of analysis. Approaches, methods and indicators for planning the various activities of the company are considered.

Course contents:

General characteristics of company planning. Systematic approach in planning. Forecasting. Business Plan. Structure and content of the business plan. Information provision of business planning. Strategic company planning. Analysis of the internal condition and forecasts for the development of the economic activity of the enterprise. Analysis of the external environment. Subject and significance of the analysis. Macro-environmental factors. Micro-environmental factors. Strategic business plan. Defining the mission and goals. Nature and importance of strategic planning. Enterprise strategies. Functional business plans. Nature and types. Sequence and technology of development. Development of a marketing plan. Production planning. Production program. Material resources planning. Innovation planning. Investment business plan. Business plan for staff. Control over the implementation of the business plan.

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, which aim 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.

LABOUR ECONOMY

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

Department of Management and Marketing

Faculty of Economics

Annotation:

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.

PRICING STRATEGIES

ECTS credits: 6

Form of assessment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment:

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.

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. At the beginning of each lecture a short introduction is

Academic hours per week: 2l + 2s

Type of exam: written

Academic hours per week: 2l + 2s

Type of exam: written

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.

ORGANIZATION OF THE ENTERPRISE

ECTS credits: 6

Academic hours per week: 2l + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 1

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

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.

INNOVATION AND INNOVATION POLICY

ECTS credits: 6

Academic hours per week: 2l + 2s

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

MANAGEMENT BUSINESS ETIQUETTE

ECTS credits: 6

Academic hours per week: 2l + 2s

Forms of assessment: ongoing assessment and exam

Type of examination: written

Semester: 2

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

Today the label business as a practical skill is an economic necessity. For individuals - to get and maintain the desired work to provide career development to improve their effective job performance and to obtain satisfaction from their work. About Us - to raise the level of corporate culture, to be competitive and create a good name to partners and customers. The course of study in this course is for students to acquire new knowledge and skills to apply ethical standards in making quality professional solutions. Knowledge of the management business etiquette will give clear guidelines in the selection of acceptable behavior in problem situations in business. Business etiquette makes it possible to develop optimal and lasting relationships with partners. Knowledge of business etiquette as an important part of business communication, provides behavioral-level coordination of the interests of all participants in communication.

Course contents:

Business Etiquette - origination and development. Differences between traditional etiquette and business etiquette. Business card. History of the business card. Preparation and use of business card. Business correspondence. Businesslike letter. Using a fax. Internet. E-mail in business communication. Skype. History of the greeting card. Phone business etiquette. Mobile calls to business communication. Basic principles and tools of business etiquette. Business talk. Negotiations. Principles in conducting business negotiations. Public speeches. Report. Presentation. Personal business communication. Business acquaintances. Clarification and application of the business outlook. Non-verbal communication in business communication. International non-verbal communication. Relationships such as "manager - employee." Relationships "servant - leader." Business etiquette for employees. Relationships with colleagues. Team Building. Emotions and relationships. Relationships with partners and customers. Speech etiquette. Types of speech culture in business communication. "Road" label.

Teaching and assessment:

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.

STRATEGIC MANAGEMENT

ECTS credits: 5.0

Hours per week: 2l + 1s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 3

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.

STRATEGIC MARKETING DECISIONS

ECTS credits: 4

Form of assessment: ongoing assessment and exam

Semester: 3

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 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: 3

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

Academic hours per week: 21 + 1s

Type of exam: written

Course hours per week: 21 + 2s

Type of exam: written

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

Academic hours per week: 2l + 2s

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 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.

CLUSTER INTEGRATION AND MARKETING

ECTS credits: 6

Academic hours per week: 2l + 2s

Forms of assessment: ongoing assessment and exam

Type of examination: written

Semester: 3

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: 3

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: 3

Methodological guidance:

Department of Management and Marketing

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.

Academic hours per week: 21 + 0s

Type of examination: written

Academic hours per week: 21 + 0s

Type of examination: written

STRATEGIC INNOVATION MANAGEMENT

ECTS credits: 3

Forms of assessment: ongoing assessment and exam

Semester: 3

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

Forms of assessment: ongoing assessment and exam

Semester: 3

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,

Academic hours per week: 21 + 0s

Type of examination: written

Academic hours per week: 21 + 0s

Type of examination: written

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

Forms of assessment: ongoing assessment and exam

Semester: 4

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: 4

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

Academic hours per week: 3l + 0s

Type of examination: written

Academic hours per week: 3l + 0s

Type of examination: written

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

Academic hours per week: 31 + 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:

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

Academic hours per week: 31 +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 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: 4

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

Academic hours per week: 3l + 0s

Type of examination: written

Academic hours per week: 3l + 0s

Exam type: written

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

Academic hours per week: 31 + 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 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.