



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

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## **“Management and Marketing” Department** **ECTS Information Package**

### **Business Management Major**

#### **PURPOSE OF PREPARATION:**

Training in "Business Management" master degree aims to prepare specialists for professional appearance as managers, experts, consultants in all parts of the business and non-profit sector, as well as researchers and professionals in management in universities, research institutes, development units, etc.

Graduates can work as:

- Directors / managers / all levels of government;
- Functional specialists in all branches of the management hierarchy, experts / councilors / of the senior management in the business organizations' sectors, consultants and experts in management and organizational development specialist companies and research organizations, specialists in management and administration in local and state government structures and other management positions.

#### **COMPETENCIES OBTAINED BY STUDENTS:**

1. Knowledge and skills in wider economy, social and managerial aspects that enrich and elaborate the basis obtained in this direction from the completed degree "Bachelor";
2. Profound meet and master current problems in international aspects of business management including:
  - European economy, management in a global environment, international business and marketing, international markets, international public finance;
  - Strategic management of the company and its organizational change, stock and innovation policy;
  - Topical issues of employment security relations.
3. Ability to acquire integrated application of knowledge;
4. Develop business management programs;
5. Prepare a comprehensive financial and economic analysis;
6. Process, systematize, analyze and display the leading trends in business practice;
7. Make strategic and tactical management decisions consistent with the requirements of the market.

Jobs that graduates may exert:

1. Directors and Vice directors in companies and organizations;

2. Administrative managers in companies - leaders in business services and administrative activities; leaders in policy and strategic planning executives and sales and marketing

3. Team Leaders

4. Analysts - efficiency of the business, market research , etc.

5. Key experts and experts - logistics, financial and economic analyzes, social security, marketing, international cooperation, policy prices, advertising, marketing, sales, European integration, business, business development, engineering , etc.

6. Managers - finance, sales, marketing, market research , etc.

7. Consultants – business activity.

8. Analysts

9. Managers of enterprises and organizations.

Qualificational characteristics of the "Business Management" for the degree "Master" professional qualification "Master in Business Administration" is a key document that determines the development of the curriculum and programs. It is consistent with the Higher Education Act, the Ordinance on the state requirements for acquiring degree "Master," "Bachelor", "Specialist" and SWU "Neofit Rilski" regulations.

**CURRICULUM STRUCTURE**  
**PROFESSIONAL DIRECTION: ADMINISTRATION AND MANAGEMENT**  
**SUBJECT: BUSINESS MANAGEMENT**  
**EDUCATIONAL AND QUALIFICATION DEGREE: MASTER**  
**MASTER PROGRAMME: BUSINESS MANAGEMENT**  
**PROFESSIONAL QUALIFICATION: MASTER ON BUSINESS MANAGEMENT**  
**FORM OF TRAINING: REGULAR AND BY CORRESPONDENCE**

| <b>First year</b>                                      |                 |  |                 |
|--|-----------------|--|-----------------|
| First semester   | ECTS credits    | Second semester  | ECTS credits    |
| 1. Organization of business enterprise                 | 6.0             | 1. Quantitative Methods in Management                  | 6.0             |
| 2. Management decisions                                | 6.0             | 2. Management of enterprise competitiveness            | 6.0             |
| 3. Management of innovation                            | 6.0             | 3. Management of company investments                   | 6.0             |
| 4. Anti-crisis management of the enterprise            | 6.0             | 4. Selective course                                    | 6.0             |
| 5. Selective course                                    | 3.0             | 5. Selective course                                    | 6.0             |
| 6. Selective course                                    | 3.0             |  |                 |
| <b>Selective courses (students choose two courses)</b> |                 | <b>Selective courses (students choose two courses)</b> |                 |
| 1. Consumer Behavior                                   | 3.0             | 1. Management of marketing                             | 6.0             |
| 2. Strategic Marketing                                 | 3.0             | 2. Human resources management                          | 6.0             |
| 3. Organizational behaviour                            | 3.0             | 3. Social Policy and Social Security                   | 6.0             |
| 4. International business                              | 3.0             | 4. Sales Management and Business Logistics             | 6.0             |
|  | <b>Total 30</b> |  | <b>Total 30</b> |
| <b>Second year</b>                                     |                 |  |                 |
| First semester   | First semester  | First semester   | First semester  |
| 1. European economy                                    | 3.0             | 1. Management of expenses of the enterprise            | 3.0             |
| 2. Management of the organization change               | 3.0             | 2. Strategic marketing                                 | 3.0             |
| 3. Strategic management                                | 7.5             | 3. Company ethics                                      | 3.0             |
| 4. Labor relations and security issues of regulatory   | 7.0             | 4. Management in global environment                    | 3.0             |
| 5. Stock and sales policy                              | 4.5             | 5. Selective course                                    | 3.0             |
| 6. Selective course                                    | 4.5             | State exam or defence of diploma thesis                | 15.0            |
| <b>Selective courses (students choose one course)</b>  |                 | <b>Selective courses (students choose one course)</b>  |                 |
| 1. Management of small business                        | 4.5             | 1. Communication policy                                | 3.0             |
| 2. Management accounting                               | 4.5             | 2. E-marketing   | 3.0             |
| 3. Strategic planning                                  | 4.5             | 3. Project management                                  | 3.0             |
|  | <b>Total 30</b> |  | <b>Total 30</b> |

**TOTAL FOR 2 ACADEMIC YEARS: 120 CREDITS**

**DESCRIPTION OF ACEDMIC COURSES**  
**Subject: Business Management**  
**Professional Qualification: Master on Business Management**

**ORGANIZATION OF BUSINESS ENTERPRISE**

**ECTS credits:** 6

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

**Semester:** 1

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

Lectures on the course "Organization of the enterprise" has been developed in accordance with the general objectives of the subject "Business Administration". The aim of the course "Organization of the enterprise" is to give students a thorough knowledge of the general problems of the organization of the enterprise. The main tasks to be solved in the implementation of the curriculum are: 1. Understanding the nature and basic issues related to the organization of the production process in the enterprise. 2. Understanding the nature and basic issues related to the organization of work in the enterprise. 3. Understanding the nature and basic forms of organization of production.

**Course contents:**

Production process of the company. Type and basic forms of organization of production. Parameters of the production process and basic principles of organization of production. Organization of the production process in time. Organization of the use of machinery and equipment. Organization of materials. Labor 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. Group form of organization of production. Current trends in the development of forms of organization of production. Organization and management of production quality. Organization of auxiliary and service activities and units of the company. Operational management of the production company.

**Teaching and assesment:**

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.

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

**Exam type:** written

**MANAGEMENT DECISIONS**

**ECTS credits:** 6

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

**Semester:** 1

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

The objective of the subject of Managerial Decisions is to extend the knowledge of the students majoring Business Administration on the issues related to managerial decision making and on that base to contribute to their complex multi-functional training. The major problems to be solved throughout the implementation of the syllabus are: to learn the methods and models of choice, making, implementing and control of managerial decisions; to provide general knowledge on the factors influencing the managerial decisions, risk and role of communication.

**Course contents:**

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

**Teaching and assesment:**

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.

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

**Exam type:** written

## MANAGEMENT OF INNOVATIONS

**ECTS credits: 6**

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

**Semester: 1**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

In the course of the lectures are presented in a systematic form of views, knowledge and formulations of leading authors and economists characterize the nature of and content of the course in management innovation. Innovation is seen in its functional and technological sequence of both possible and most widely studied levels - macro and micro level, where these interpretations, conclusions and opinions mutually imply determine functional. The aim of the course is to provide sound knowledge and skills specific form in this crucial area of modern economy, which at this stage begin to unconditionally considered a leader, especially in a market and competition. Analyzed the activity of an integrated approach to innovation as the course is set and examine a number of general and specific / private / economic features that characterize the strategies, forms and means for the implementation of innovation in the country, show the subjects and skills necessary to implement and realization of innovation reveals the degree of innovation activity and barriers to them, position, shape and pace of innovation in our country, the European practices in this regard and so.

**Course contents:**

Introduction, aim and objectives of the course. Successful management of innovation - strategic task under the current economic conditions. Innovation - the central problem of the strategies and policies of development of modern economy. Actual meaning and content of the activity. Role of innovation in entrepreneurship. Innovation process. Terminology and stages of the innovation process. Classifications of innovations. Attribute classification - type of innovation. Strategies for innovation. Innovative strategies now. Key strategies for product innovation. Main strategies for process and organizational innovation management. Venture capital. Innovation Networks - a new paradigm for creating diffusion of knowledge and innovation. Innovation networks and positions the company. Establishment of technological knowledge into economic activity. Smart grids and innovation. Cultural characteristics of the environment. Characteristics of the innovator. Innovation activity and barriers to innovation. Overcoming barriers to innovation. Information needs and innovative processes in the "new economy." Innovation and Intellectual Property. International cooperation in the field of intellectual property. Copyright and the rights of the native. Industrial Intellectual Property, Patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and shuttle technology. New developments in intellectual property. Management of innovation and trends in innovation. Innovation manager and corporate behavior. Corporate culture and company policy. Innovation activity and the most significant barriers to innovation in the country. Building innovative infrastructure in Bulgaria.

**Teaching and assesment:**

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.

## ANTI-CRISIS MANAGEMENT OF THE ENTERPRISE

**ECTS credits: 6**

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

**Semester: 1**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

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

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

**Exam type:** written

**Course contents:**

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

**Teaching and assessment:**

Teaching is in the form of lectures and seminars. At the beginning of each lecture 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.

## CONSUMER BEHAVIOR

**ECTS credits: 3****Form of assesment:** on-going assessment and exam**Semester: 1****Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

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

**Course contents:**

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

**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.

**Course hours per week: 21 +0s****Exam type:** written

## STRATEGIC MARKETING

**ECTS credits: 3****Form of assesment:** on-going assessment and exam**Semester: 1****Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

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

**Course contents:**

Nature, elements and characteristics of the marketing environment of the firm Influence of marketing environment on the organization of the firms strategic role of marketing. Corporate, marketing and business

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

**Teaching and assessment**

Teaching is in the form of lectures. At the beginning of each lecture 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.

**ORGANIZATIONAL BEHAVIOUR**

**ECTS credits: 3**

**Hours per week: 21 + 0s**

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

**Type of exam:** written

**Semester: 1**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

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

**Course contents:**

Organizational behaviour as a scientific area and academic discipline- nature, objectives levels of analysis approaches. Founding concepts of organizational behaviour - for the nature of a human being, for the nature of the organization. Individual employment behavior – individual differences, dynamics of individual differences. Motivation. respect. commitment. Reasons and motivation in the area of organizational behaviour. motivation models. Types of motivation to work – attitude, involvement, commitment. Organizational theories. Groups in the organizations. nature. Organizational roles. status and socialization. Formal groups and structure. Nonformal groups and structures, non formal organizations. Image of organization. Organizational culture. forms. functions of organizational culture. Establishment and development of organizational culture. Interpersonal behaviour in the group. nature, types, problems. Interpersonal dynamics in the group. authority, rule, organizational policy. Conflicts, types of conflicts, conflict situations. Strategies for conflict management. Guidance and leadership. nature and differences. concepts for guidance and leadership. Quality of working process. stress and its management. counseling. Group dynamic. the group as an effective team. Change management

**Teaching and assessment:**

Teaching is in the form of lectures. At the beginning of each lecture 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.

**INTERNATIONAL BUSINESS**

**ECTS credits: 3**

**Hours per week: 21 + 0s**

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

**Type of exam:** written

**Semester: 1**

**Methodological guidance:**

Department of Management and Marketing  
Faculty of Economics

**Annotation:**

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

**Course contents:**

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

**Teaching and assessment**

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

## QUANTITATIVE METHODS IN THE MANAGEMENT

**ECTS credits: 6****Form of assessment:** on-going control and exam**Semester: 2****Methodological guidance:**

Department of Management and Marketing  
Faculty of Economics

**Annotation:**

This course provides knowledge for the application of mathematical models in the design, research and forecasting economic processes. The course presents opportunities for the use of quantitative methods in preparing and making decisions about the management of economic processes. The aim of the course is to provide basic knowledge and skills about the nature and application of quantitative methods in economics. Main tasks: 1. Students receive theoretical and practical knowledge and skills to solve management problems using quantitative methods. 2. Students learn the basic principles of operations research and decision-making.

**Course contents:**

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

**Teaching and assessment**

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

## MANAGEMENT OF THE ENTERPRISE COMPETITIVENESS



**ECTS credits: 6**

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

**Semester: 2**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

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

**Course contents:**

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

**Teaching and assessment:**

Teaching is in the form of lectures and seminars. At the beginning of each lecture 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 OF COMPANY INVESTMENTS

**ECTS credits: 6**

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

**Semester: 2**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

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

**Course contents:**

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

**Hours per week: 31 + 1s**

**Type of exam:** written

**Hours per week: 21 + 2s**

**Type of exam:** written

**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 OF MARKETING

**ECTS credits: 6****Form of assessment:** on-going control and exam**Semester: 2****Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

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

**Course contents:**

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

**Teaching and assessment**

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.

**Hours per week: 3l + 1s****Type of exam:** written

## HUMAN RESOURCES MANAGEMENT

**ECTS credits: 6****Form of assessment:** on-going control and exam**Semester: 2****Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

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

**Course contents:**

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

**Teaching and assessment****Hours per week: 3l + 1s****Type of exam:** written

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

## **SOCIAL POLICY AND SOCIAL SECURITY**

**ECTS credits: 6**

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

**Semester: 2**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course aims to provide systematic knowledge about the basic issues of social policy and social security. The aim is to clarify the basic issues related to the nature of social policy approaches and methods for its implementation, as well as related theoretical discussions. The course is aimed at mastering the principles of social policy and public forms of realization.

**Course contents:**

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

**Teaching and assessment:**

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

## **SALES MANAGEMENT AND BUSINESS LOGISTICS**

**ECTS credits: 6**

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

**Semester: 2**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

Curriculum on "Sales Management and Business Logistics" aims to further expand and deepen their knowledge of the matter and offered to students in the fundamental course in fundamentals of marketing. It represents one of the most essential elements of the position of Marketing Sales, high applied value because it covers the issues of organization and management of marketing of company products. It is from the viewpoint of applied (practical) importance of discipline in its teaching and learning is passed sequentially principle - first taught the essence, nature and evolution of the process of selling and its place in the marketing concept of the company and on this basis are considered governance and organization of sales, application of modern methods and tools for distribution, business (marketing) and logistics etc.

**Contents of the course**

Nature and evolution of selling. Selling and marketing concept. Personal sales. The role of sellers of businesses. Types of sellers (wholesalers, retailers, affiliates, etc.). Classification of sales. Specifics of international economic transactions (transactions for international sales, etc.). The process of buying. Behavior of buyers. Interaction between buyers and sellers. Home sales process. And prospect qualification. Preparing for sale. Techniques for preparation of sales. Making sales. Approach to customers. Offering the sale. Presentation. Techniques for making sales. Sales. Completion of sales - rules, tips, techniques. Business logistics, marketing logistics and physical distribution. The role of sales manager. Management of sales staff. Management, planning and forecasting sales. Quoting the sales. Management of commercial areas. Requirements and changes associated with the inclusion of Bulgaria in the internal market of the European Union. Sales organization. Principles. Types of organizational structure of sales. Characteristics of sellers. Recruitment and selection of

personnel for sales activities. Training of sales personnel. Payment of sales staff. Evaluation and monitoring the execution of sales. Sales promotion. Increasing the effectiveness of sales

**Teaching and assessment**

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

## EUROPEAN ECONOMY

**ECTS credits: 3**

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

**Semester: 3**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course of European Economic Co-operation aims to introduce to the students the conditions, the beginning and the development of the European integration, led to the creation of the European Union. The main principles of the European Economic Community are considered and the European Union, the stages of integration, the basic institutions of the European Economic Community and the European Union, the basic politics and structures of the European Community.

**Course contents:**

Conditions and terms for the European integration. The first steps of the European economic co-operation. Basic stages for European integration. The countries- members of the EU – time frames for entry, problems and successes. Institutions and organs of the European Union. The means of decision-making in the EU. Economic and monetary union – establishment, principles and development. The basic politics of the European Union. Structural and regional politics of the European Union. European Union as a world factor in the World Economy. Concepts for the future 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.

## MANAGEMENT OF THE ORGANIZATION CHANGE

**ECTS credits: 3**

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

**Semester: 3**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

Lectures on the course "Management of the organization change" has been developed in accordance with the general objectives of the subject "Business administration". The aim of the course " Management of the organization change " is to give students a thorough knowledge of the general problems of management of the organization change. The main tasks to be solved in the implementation of the curriculum are: 1. Understanding the nature of the organization change. 2. Understanding the management of the organization change. 3. Learning to adapt to the organization change.

**Course contents:**

The need for organization change. Reasons for organization change. Types of organization change. Trends in the organization changes. Conditions and factors limiting changes. Resistance to organization change. Stages of managing of the organization change. Managing of the organization change through planning. Determination through control of the organization change. Characterization of controlling as a management system for organization change. Construction of a controlling system for managing of the organization change. Prediction of the organization change. Adaptation to organization change as a management function. Types of adaptation. Adaptation as a change in human behavior. Nature and causes of failure in organization change. Organization changes that characterize adaptation failure. Strategies for survival in case of failure. Bankruptcy and the change in "social value" of the company.

### **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 MANAGEMENT**

**ECTS credits: 7.5**

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

**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. 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.

## **LABOR RELATIONS AND SECURITY ISSUES OF REGULATORY**

**ECTS credits: 7.5**

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

**Semester: 3**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The aim of the course is the acquisition by students of a range of specific skills and knowledge in the field of labor and social security relations and practical application of the relevant regulations. In the training process will be clarified methodology of labor and social relations, the methods and the most typical practical approaches to their realization in the terms and subject to the requirements of the market economy. Through the practice of state and corporate control, students will have the opportunity to learn the content of recent legislation and the principal requirements of the labor market, the ways and means for the effective use and operation of the labor employed in companies and budget organizations and the problems that arise for employees, employers and the unemployed in this regard. It addresses several issues governing the rights and obligations of the subjects in the production process - employers, employees and their organizations and professional associations. In this course students are introduced to procedures, principles and specific rules of state regulation in the field of labor and social relations as a working day, holidays, paid vacation, benefits and types of remuneration, health and safety, labor categories, collectively and individually negotiated opportunities for special protection of certain categories

of employees, opportunities for training and conducting activities related to social and cultural services to organizations in order to use temporary disability benefits, the requirements for the award pensions, social benefits and more. Familiarization with the main aspects of the Code of Labour and Social Insurance Code and the corresponding regulations allows for mastery by students of the specific mechanisms conclusion and termination, the terms and form their amendment, and conditions for use of various social benefits and special privileges. In this respect, labor and social relations are subject to continuous and systematic study on the part of employers, workers and employees in connection with permanently changing regulations where appropriate course is to assist the utmost to provide increased efficiency of labor. Here students specific plan may be familiar with the forms and means of government regulation of labor and social relations, which can ensure the achievement of maximum high degree of personal and collective motivation. The course is consistent with the current workload and allows the appointed time and allows you to be considered and elucidated many current issues of current legislation in our country in terms of compliance with international agreements set requirements in terms of action concluded international agreements and treaties to which Bulgaria is a party has committed. The aim of the course is to equip students with knowledge and skills in teaching material, forming a clear idea and belief in them that existing legislation in the field of labor and social relations, respectively. the specific set of regulations at national and company level principles, practical approaches and methodological tools are effective and realistic tool for achieving and synchronization behavior of the labor employed with the objectives and requirements implemented by the state and employers' economic and social policies. Expected results: To create skills to use and practical application of the specific regulations that characterize labor and social legislation of the various organizational management levels in our country.

**Course contents:**

Labor process - characterization and specificity. The labor market and of the goods workforce. Employment and unemployment. Value and price of workforce. Approaches, mechanisms and systems to determine their remuneration. Social security - characteristics, scope and structure. Compulsory social security. Additional voluntary social security. Company and family social security. International aspects of social security

**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: 4.5**

**Hours per week: 21 + 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:**

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.

## MANAGEMENT OF SMALL BUSINESS

**ECTS credits:** 4.5

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

**Semester:** 3

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

The course includes basic management problems of small business. Students gain knowledge about the management process in small enterprises and to learn basic approaches to its realization in contemporary conditions. Main tasks: 1. Understanding the nature and role of small businesses and theoretical foundations of his management. 2. Understanding the problems and approaches to organization and management of small businesses.

**Course contents:**

Characteristics of SMEs. Role of small business for socio-economic development. Necessary economic conditions and institutional prerequisites for its successful operation. Need small business management. Nature and characteristics of the management process in small firms. Current and strategic management - nature, specificity, advantages. Need for strategic management of small businesses. Concepts of strategic management of small businesses. Approaches to the development of corporate strategies. Analysis, assessment and approaches for optimal use of resources of the business. Analysis and evaluation of the impact of external factors. Approaches to analysis of the internal state of small business. Functional Analysis. Evaluation of competitiveness. Defining the mission and goals of the SME business. Development and selection of strategies - criteria and requirements. Types of strategies. Business Planning for SMEs - nature, extent and types of business plans. Structure of the business plan. Develop a business plan - stages. Management of small business marketing. Production management. Management of material resources. Control of production. Finance Management Company. Sources of financing for small businesses. Investment management of small business. Investment plan. Methods for evaluation of investment projects. Managing innovation in small business. Innovative planning. Human Resource Management in Small Business. Organizing a Small Business - positioning, organizational and management structure and organization of work processes. Information as a basic resource for small businesses. Sources of information. Information management system. Risk management in small business. Types of risk. Approaches to 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. In training priority is given to practical and independent work by students.

## MANAGEMENT ACCOUNTING

**ECTS credits:** 4.5

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

**Semester:** 3

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotation:**

This syllabus aims at teaching students on ways and procedures of creating and purposeful use of accounting information for internal needs of entity in making efficient and effective management decisions. Thus, it widens their knowledge about other accounting subjects, oriented mostly to external users of reporting information. Management accounting as an applied discipline offers specific approaches and methods of usage, assessment and interpretation of accounting information, reported in annual and interim financial statements, of initiating, processing and using of supplementary reporting information to satisfy the operational needs of the entity's management. In the course are discussed topics of assessment and analysis of financial position of an entity by calculating of liquidity, capital return, solvency, etc., of the nature and classes of expenses, and determination of unit production and full cost of finished goods and services through various methods of allocation of indirect expenses, of preparing annual budgets, reporting and analyzing their implementation. Especially a stress is made on advantages and disadvantages of different applied traditional and modern approaches, methods and calculating procedures used in decision making process.

**Course contents:**

**Hours per week:** 21 + 1s

**Type of exam:** written

**Hours per week:** 21 + 1s

**Type of exam:** *written*

Emerging, characteristics, role and significance of the Management accounting. Stages in its development. Annual financial statements as a structured source of information for the financial position of an entity. Instruments and techniques for processing and using reporting information. Nature and significance of the entity's liquidity. Working capital, working capital ratio, liquidity ratios. Factors determining the liquidity level: inventory turnover ratio, accounts receivable collection period, average creditors settlement period, cash reserves. Return on capital ratios. Solvency. Debt-to-equity ratios. Characteristics of cost accounting. Nature and classification of expenses. Determining the unit cost. Planned and actual cost. Peculiarities of allocation of indirect expenses - basis and norm of allocation. Stages in allocation of indirect expenses. Approaches and methods of allocation of indirect expenses in the servicing cost centres. Methods of calculating the cost: order system, operational system, service system. Methods of calculating the cost of joint products and complements. Calculating the cost of activity - ABC method. Applying the cost-volume-profit model. Economic and accounting model. Advantages and limitations of the accounting model. Budgeting process - characteristics and peculiarities. Stages and prerequisites of budgeting process. Information sources in budgeting process. Models of budgetin: zero budget, normative budget, extrapolation model, etc. Budget lines. Preparing an opening balance. Master budget and planning the profit/loss for the budget period. Cash flow budgets and determining of the entity's liquidity. Annual and monthly budgets. Preparing the ending balance sheet. Reporting the implementation of the budget. Variance analysis report.

#### **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:** 4.5

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

**Semester:** 3

**Methodological guidance:**

Department: Management and Marketing

Faculty of Economics

**Annotation:**

During twentieth century business planning developed and became a basic function of in-company management. This was caused by uncertainty and dynamic changes of external environment where a company operates and by managers realizing the significance of planning for setting proper objectives, development strategies and effectively using resources.

**Contents of the course**

Developing e business strategy – techniques and stages. Defining a business mission. Analyzing and prognosticating external environment. Analyzing and evaluating in-company environment. Setting objectives. Choosing a strategy for accomplishing objectives. Implementing the strategy. Methods of strategic analysis. Types of strategies. Growth, cut-down and liquidation strategies. Market-segmentation-based strategies. Innovation strategies. Product concentration and diversification. Product-market strategy. Price-communication cost strategies. Technological strategies. Strategies to enter international market – export, joint ventures, subsidiaries, strategic alliances etc. Global and country-adapted marketing. Country-segment-product strategy.

**Teaching and assessment**

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

### **MANAGEMENT OF EXPENSES OF THE ENTERPRISE**

**ECTS credits:** 3

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

**Semester:** 4

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

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

**Exam type:-**



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.

## STRATEGIC MARKETING

**ECTS credits:** 3

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

**Semester:** 4

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

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

**Course contents:**

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

**Teaching and assessment**

Teaching is in the form of lectures. At the beginning of each lecture 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.

## COMPANY ETHICS

**ECTS credits: 3**

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

**Semester: 4**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

The aim of the training course provides knowledge and skills for developing interpersonal, collegial, professional and social contacts, as well as advanced knowledge of company culture. Studying “The Company Ethics” is useful and necessary in view of the dynamics of professional business relationships. The training course aims students to learn about modern issues of communication, about corporate ethics, with their social and situational determinants, and to facilitate the practical implementation of ethical standards and achieve higher levels in the culture of communication. Expected results: To acquire knowledge and to create skills for practical application of the knowledge about company ethics. The object of is the behaviour of the organization and the factors which determine it.

**Course contents:**

Nature and development of ethics. Main ethical categories. The essence of morality. Moral challenges of present. The nature and structure of business ethics. Applied Ethics. Business ethics as applied ethics. Cultural and theoretical conditions for the formation of business ethics. Ethical principles in business. Application of ethical principles in management practice. Ethics and business organization. Moral aspects of the company activity. Ethics in advertising. Moral conflicts in business and their solution. Ethical codes in the professions and business. Moral aspects of the company. Company culture. Nature, functions. Management of company policy and ethics. Communication culture - nature and role in modern business. Morality in a Market Economy. Morals of the Bulgarian entrepreneur

**Teaching and assessment**

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

## MANAGEMENT IN GLOBAL ENVIRONMENT

**ECTS credits: 3**

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

**Semester: 4**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

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. 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 assesment: on-going assessment and exam

**Semester: 4**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

Course "Communication Policy" aims to deepen students' knowledge of the role, nature and specificities of communication in the implementation and management of the corporation. In view of this, the main lines of communication policy (public relations, advertising policy, sales promotion, personal selling and sponsorship, etc.) are considered, depending on the nature and specific activities of the various corporations (eg. selling product just on the EU market or other markets), their organizational and management structures, etc.. When considering the role and nature of international business communication in a number of Bulgarian researchers justify the conclusion that in a market economy despite economic difficulties and limited export opportunities, foreign economic activity of Bulgarian companies have intensified promotional communications in foreign markets. They provide for their preparation and implementation to take account not only the nature of the business and the goods or services, but also the status and characteristics of the markets where advertising communications conducted (economic, cultural, demographic and dr.usloviya, competition, etc. ). Overseas communications and impacts on potential buyers abroad, when properly prepared, planned, organized and implemented, contribute to the development of production and trade, to increase the effectiveness of international business.

**Course contents:**

Communication in marketing - nature, role, tasks and objectives. Communication strategy and key elements of the communication policy. Public Relations (PR) Origin, development, nature and functions of advertising. Types of advertising organization advertising. Major players in the advertising process motivation object and purpose of advertising. Developing the Creative Guidelines, stages and methods of marketing and advertising research preparation and planning promotional communications process of the campaign. Main channels for advertising. Organization and implementation of campaign advertising constants - a trademark, appellation of origin and others. Printed media to disseminate advertising. Advertising in the press. Specialized printed advertising media Direct Advertising - nature, types and requirements Advertising via electronic emitter means - radio and television advertising, advertising InternetDrugi means to distribute advertising. Movie ads. Outdoor and transport advertising. Advertising at point of sales. International trade fairs, exhibitions, shows and more. Packaging and promotional packaging and other promotional tools Sales promotion Personal selling and sponsoring.

**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.

## E-MARKETING

**ECTS credits: 3**

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

**Semester: 4**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

The course of E-marketing will introduce students with the trends which new technologies force for successful positioning of firms. Electronic marketing allows companies to skillfully defend their market positions and assert to the competitive attacks. The new reality as a result of the revolution in information technology requires a different approach to consumers and their lifestyles. Along with the traditional approaches used by companies to influence audiences, today more intensively is used and electronic marketing. This opens new ways for reaching to consumers and gives a new aspect of the communications with the audience.

**Course contents:**

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

**Exam type: written**

Marketing technologies on the Internet. Ways to attract visitors to the site. Gaining market share through the site and its contents. Offering free information. Personalization. Online and offline reading. Cross marketing and cross selling. Marketing of special events. Web design. The strength of the content. Online surveys and feedback. Color scheme and site navigation. Virtual Communities. Internet communities. Interactive user groups. From global to local marketing. Cultural differences. Requirements in the translation. Management of electronic image through marketing. From commodity promotion to promotion of the website. Ad formats used on the Internet. Universal set of ad formats introduced by IAB Interactive Advertising Bureau. Nature, sizes, rates and trends. Online measurement. User tracking. Online rating agencies. Organizations – auditors. Approaches to establishing connections with consumers. Information Technology. Relations with consumers. Marketing aimed at consumers. Modern technologies for personalization. Direct Marketing. Spam advertising - "for" and "cons". Mailing lists and newspapers. The power of email. Specialized lists of email addresses. Database of email addresses. Choose ISP. Providing direct access to the company, dial-up connections, leased lines. Productivity. Minimize the cost of Internet

**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.

**PROJECT MANAGEMENT**

**ECTS credits: 3**

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

**Semester: 4**

**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

**Annotaion:**

The training program includes general problems of development projects applying for EU programs. Purpose: Students to gain knowledge of effective project development and management process of their creation and implementation. Main tasks: 1.Understanding the nature, character, composition and role of the development projects of the organization. 2.Acquisition of knowledge and skills to develop projects. 3.Understanding the organization of the project, its monitoring and control, reporting and evaluation.

**Course contents:**

Nature of project management. Definition of project. Purpose of the project. Types of projects. Identification of the project. Identifying the problems. Analysis of the problems. Recruitment and selection of projects. Components of the evaluation process. Modeling projects. Basic and components of the project. Name field and priorities. Geographical range and performance. Creating a project team. Organizational and project planning. Determination of activities. Preparation of schedules. Resource Management Project. Types of resources. Allocation of resources. Risks of the project. Preparation of project proposal. Application form, nature and elements. Method logical framework. Financing of the project. Sources of funding. Compilation project budget. Types of budgets. Budget management. Assessment of the proposal. Definition of the evaluation. Criteria for evaluation. Evaluation mechanism. Principles of the selection process. Monitoring and control of the project. Management of the project. Reporting to the project. Strategy for completion or continuation of the project after its finalization. Evaluation of the project. Definition of the evaluation. Types of assessments. Analysis of the project.

**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.