



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department: Management and Marketing ECTS Information Package

Major: Business Management and Entrepreneurship

Master Program: Management of Regional Development

PURPOSE OF THE PREPARATION:

The training has been worked out for students completed Bachelor/Master degree in the professional direction "Administration and Management", "Economy" and "Tourism". Training in "Management of Regional Development" Master degree is done in the professional field 3.7. Administration and Management. The purpose of education is to prepare professionals for professional performance as managers, experts, consultants, management of regional development in all parts of the business and non-profit sector, public and private sector, NGO's, as well as universities, research institutes, development units, etc.

Graduates of this Master's program can work as:

- Leaders at all levels of government in local and state government structures;
- Specialized professionals in all departments of the management hierarchy of local and state government structures;
- Experts / advisers / guides of the local and state government structures and other consultants;

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 the management of regional development including:
 - Foundation of the regional economy, regional development strategies, management of residential development, interregional integration;
 - Management of municipal finances and investments, management of regional projects, sustainable regional development;
 - Public finance, demographic aspects of regional development, the management of territorial administration.
3. Ability to acquire integrated application of knowledge;
4. Develop and manage the implementation of regional development strategies;
5. Prepare comprehensive financial analysis of projects related to regional development, as well as analysis and risk assessment of project financing;
6. Process, systematize, analyze, and exploit opportunities for implementation of regional projects funded by EU;

7. Make strategic and tactical management decisions related to the management of regional development.

The curriculum is consistent with the curricula of many universities in Western Europe and with the requirements of the Unified system of credit transfer.

The qualification characteristics of Major "Business Management and Entrepreneurship " for Education and Qualification Degree "Master" with professional qualification "Master in Management of Regional Development " is a basic document which defines and presets the further designing of the curriculum and study course programs. The qualification characteristics is in compliance with the Higher Education Act of the Republic of Bulgaria, with the Regulations for the state requirements for awarding educational and qualification degrees of "Master", "Bachelor" and "Specialist" and with the internal regulations of the South-West University "Neofit Rilski".

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

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Microeconomics	6.0	1. Macroeconomics	6.0
2. Fundamentals of Management	3.0	2. Business Planning and Control	3.0
3. Marketing	6.0	3. Pricing Strategies	6.0
4. Finance	3.0	4. Labour Economics	6.0
5. Accounting	3.0	5. Entrepreneurship	3.0
6. Statistics	6.0	6. Management of expenses of the enterprise	3.0
7. Selective course	3.0	7. Selective course	3.0
Selective courses (students choose one course)		Selective courses (students choose one course)	
1. Human resources management	3.0	1. International business	3.0
2. Mathematics	3.0	2. Quantitative methods in the management	3.0
3. Theories of economics	3.0	3. Management decisions	3.0
4. Economic History	3.0	4. Management Business Etiquette	3.0
	Total 30		Total 30
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Third semester	ECTS credits	Fourth semester	ECTS credits
1. Regional economy	3.0	1. Eu regional policy	3.0
2. Regional planning and prognosticating	4.5	2. Sustainable regional development	4.5
3. Regional development strategies	6.0	3. Management of municipal Investments	4.5
4. Management of territorial and urban development	7.5	4. Selective course	3.0
5. Municipal finance management	6.0	State exam or defence of diploma thesis	15.0
6. Selective course	3.0		
Selective courses (students choose one course)		Selective courses (students choose one course)	
1. Public finance	3.0	1. Management of regional projects	3.0
2. Population, human resources and regional development	3.0	2. Nongovernmental sector and regional development	3.0
3. Management of territorial administration	3.0	3. Entrepreneurship in the Regional development	3.0
	Total 30		Total 30

TOTAL FOR 2 ACADEMIC YEARS: 120 CREDITS

DESCRIPTION OF ACEDMIC COURSES
Major: Business Management and Entrepreneurship
Master Program: Management of Regional Development

MICROECONOMICS

ECTS credits: 6.0

Form of assessment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

Introduction to the theory of economics - subject, scope and objectives; Microeconomics – theory and praxis; Market mechanism; Scheme of the market economy - agents, flows, internal relationships and interconnections etc.; Structuring the economic environment - Economic activity in units and their performance. Economic objectives; Definition of “wealth” in the economy, Theory of limitation of wealth - wealth species of wealths; Sufficiency of economic decisions. Ways and forms to generate solutions and their implementation - theoretical aspects; Theory of the economic factors - factors of production; Division of labor in modern economies and its impact on the behavior of market players; Accumulating of capital-investment funds in the economic system. Financial measures for economic efficiency; Economic policy - nature and objectives of economic policy - macro and micro level; Market Structures – inherited structures, natural and intentional structuring; Parameters of the market; Concept of planning in market economy conditions

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.

FUNDAMENTALS OF MANAGEMENT

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: 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 with more specific management sciences like Personal Management, Industrial Management, Innovative Management, etc. and the programs like Marketing, Microeconomics, and Macroeconomics. The purpose of the academic discipline is to give the students fundamental knowledge on the theory of management providing the base for studying other, more specific management sciences. Expected results: To create skills for practical application of management strategies, policies, methods and tools.

Course contents:

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

Course hours per week: 21 +2s

Exam type: written

Hours per week: 21 + 0s

Type of exam: written

activity. Styles of leadership. Leadership and power. Characteristics of a manager. Negotiations conduct. Profile of foreign partners.

Teaching and assessment

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

MARKETING

ECTS credits: 6.0

Hours per week: 21 + 2s

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 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.

FINANCE

ECTS credits: 3.0

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 course is aimed to transmit to the students the basic knowledge about the state fiscal and budget policy. The material includes a reasonable compromise between theoretical and practical information. The course is aimed at letting the students: (I) to consider the particularities of the state finance system; (II) to acquire new basic knowledge and skills for organizing and managing of the public finances; (III) to be aware of the methods for planning and regulating in the state fiscal and budget sphere, as well as of the applicable organization structures in this regard; (IV) to apply the existing techniques for generation of innovative and creative ideas in the tax policy; (V) to be able to identify, evaluate and avert and limit the risk that accompany the management of the public finances.

Course contents:

Money. Public (fiscal) finances. Consolidated State Budget. Budget Processing. Fiscal Decentralization. Taxes. Tax System and Tax Policy. Direct Taxation of the Property. Direct Income Taxation. Indirect Taxation. Excise Duties. Customs Duties and Customs Duty Policy. Value Added Tax. The Non Tax Revenues in the State Budget. Social Insurance. Budget Deficit and its Financing. Tax and Finance Controlling. International Public Finances

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.

ACCOUNTING

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Accounting aims at giving the students comprehensive knowledge on theoretical bases and methodological approaches in the line of the registration, producing and preparing reporting information by the businesses and presenting it in their financial statements. Hence, the main stress is put on the necessity of a good knowledge and understanding of the internal logics, structure and contents of the elements of the annual financial report, on the comprehensive acquaintance with the mechanisms of reporting accounting objects. This will make clear for and help future economists, analytics and managers how to use in their activities structured accounting information, origin of which they could control and check for fair presentation and compliance with accounting standards by themselves. Lectured material, illustrative examples, prepared cases and practical tasks aim at consolidating the knowledge received in the frame of the course, and pushing the students in enlarging and developing it individually through real application in their practical work. The discipline is basic in teaching of specialist graduating the university as an economist with high qualification. Categories learnt in the course are significant for the disciplines, connected with Business planning, financial management, Taxation, Finance and tax control, internal audit. It is a base for further tuition in special accounting disciplines as Financial accounting, International financial reporting standards, Financial statements, Managerial accounting.

Course contents:

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

Teaching and assessment

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

Hours per week: 21 + 0s

Type of exam: written

STATISTICS

ECTS credits: 6.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

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

Hours per week: 21 + 2s

Type of exam: written

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

HUMAN RESOURCES MANAGEMENT

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment

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

MATHEMATICS

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment

Lectures are held in the established traditional way, students are familiar with the teaching material. Mandatory at the beginning of each lecture is a brief introduction , providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Seminars on

the subject follow the taught material, the goal is to impart practical, the acquisition of skills in students to apply the acquired knowledge, using them in a conditional set of situations that meet specific conditions. Assess the knowledge, skills and competence during the seminars in the course of the current control, a serious matter is the results achieved by the set assignments and tests.

THEORIES OF ECONOMICS

ECTS credits: 3.0

Form of assesment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

The course has been worked out according to the state requirements for preparing students at economic subjects. The course allowed sufficient information to be received, regarding the reasons, that have caused the appearance, development and the withering away of different economic ideas, for their essence. The main tasks to be done by training this subject are as follows: Enlarging the knowledge of economics. Getting acquainted to the knowledge of economics, having played a leading role in the theory of economics in different periods of the human history. Getting acquainted to the methodological bases of the contemporary theory of economics.

Course contents:

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

Teaching and assesment

Lectures are held in the established traditional way, students are familiar with the teaching material. Mandatory at the beginning of each lecture is a brief introduction , providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Seminars on the subject follow the taught material, the goal is to impart practical, the acquisition of skills in students to apply the acquired knowledge, using them in a conditional set of situations that meet specific conditions. Assess the knowledge, skills and competence during the seminars in the course of the current control, a serious matter is the results achieved by the set assignments and tests.

ECONOMIC HISTORY

ECTS credits: 3.0

Form of assesment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

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

Course contents:

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

comparative characterization; World Economy after the Second World War- general characterization; Bulgarian Economy after the Second World War. Imposing the totalitarian model.

Teaching and assessment

Lectures are held in the established traditional way, students are familiar with the teaching material. Mandatory at the beginning of each lecture is a brief introduction , providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Seminars on the subject follow the taught material, the goal is to impart practical, the acquisition of skills in students to apply the acquired knowledge, using them in a conditional set of situations that meet specific conditions. Assess the knowledge, skills and competence during the seminars in the course of the current control, a serious matter is the results achieved by the set assignments and tests.

MACROECONOMICS

ECTS credits: 6.0

Hours per week: 21 + 2s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment

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

BUSINESS PLANNING AND CONTROL

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course includes basic knowledge of students in business planning as a major leading management function. It is characterized the subject of planning - production process. The training program includes several topics devoted to methodological and fundamental methodological problems in perspective - development issues in the theory and practice of forecasting, programming and design approaches, methods and indicators for planning. Reveals the nature and content of the corporate planning process that brings the principles of corporate planning and performance of the various plans, including business plans. Consistently considered approaches, indicators and technology in planning the various activities. Special attention is paid to management consulting in the planning. Emphasis is placed on methods of analysis and the characteristics of the individual company strategies and functional sections of comprehensive company plan - innovation and investment, production program, infrastructure, human and financial resources. In each of the topics and issues affecting the organization, regulation and control. Here are justified multidimensional effects of the application of controlling concept.

Course contents:

Theoretical bases, methodological approaches and tools for prospective developments. Preplanning developments and methods of their preparation. Macroeconomic forecasts, balance sheets, plans and programs. Nature, characteristics and products of the company's planning process. Strategic planning, prerequisites, scope, objectives and strategies technology. Corporate and strategic programs. Marketing, innovation and investment planning. Production program and production capacity. Infrastructural planning activities. Planning labor costs and finance. Current and operational planning. Monitoring and Controlling.

Teaching and assessment

Lectures are held in the established traditional way, students are familiar with the teaching material . Mandatory at the beginning of each lecture is a brief introduction , providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. The lectures are richly illustrated schematically and table are necessary for the purposes of training examples.

PRICING STRATEGIES

ECTS credits: 6.0

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course complies with the current workload in the specialty curriculum. The course "Price Strategies" is included in the fundamental block compulsory subjects, the goal is to lay a solid foundation on which to build on future knowledge of students in special subjects included in the upper courses of the major. The course is built on recent advances in the theory and practice of liberalization and state-regulated prices. Goals and objectives of the course are for students to acquire knowledge and skills in the teaching material. During the course students should learn the theoretical foundations of corporate and government strategies and to gain competence in the practical application of pricing strategies applied by companies according to the market situation.

Course contents:

Nature, principles, goals, objectives, requirements, methods, stages and information to develop pricing strategies. Characteristics of commonly used pricing strategies. Pricing strategies depending on the price level. Pricing strategies to different buyers. Pricing strategies according to the nature of the market. Pricing strategies depending on the market situation. Pricing strategies, taking into account cost , quality and the different phases of the life cycle of the product. Strategy of transfer prices . Strategy update and test prices. Risk and insurance in implementing pricing strategies. Appropriate, targets and strategies types of state regulation of prices. National strategies to direct regulation of prices. National strategies of indirect and combined price regulation. National strategies to regulate prices of certain goods in the European countries. Strategies supranational regulation of prices in the EU.

Hours per week: 21 + 1s

Type of exam: written

Hours per week: 21 + 2s

Type of exam: written

Teaching and assessment:

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

LABOUR ECONOMICS

ECTS credits: 6.0**Form of assessment:** on-going control and exam**Semester:** 2**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

Annotation:

Labor economics labor considered as a system of social relations. This basic laws, principles, approaches and practical mechanisms to influence policy makers and encouraging employees in the course of their economic development. Labor economics is the science of dialectics and the efficiency of labor 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 economics is closely related to detecting the state of population and labor resources, taking into account the needs of the application of modern industrial relations as a condition and prerequisite for achieving the unification of different interests and achieve "social peace", a higher standard of living observing and reporting requirements to ensure the maximum level of employment and population distribution by region and country as a whole.

Course contents:

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

Teaching and assessment

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.

ENTREPRENEURSHIP

ECTS credits: 3.0**Form of assessment:** on-going control and exam**Semester:** 2**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

Annotation:

The course has been developed according to the general objectives of the subject "Business Management". It is aimed at revealing the nature, content management and organization of entrepreneurial business in a market economy. The goal of the course is to give students a thorough knowledge of theoretical and practical problems of entrepreneurship and to explore basic approaches to its realization in the contemporary conditions. The main tasks that should be solved in the implementation of the curriculum are: Understanding the theoretical foundations and development of economic theory of entrepreneurship. Understanding the nature and characteristics of entrepreneurship, its role in solving economic problems and the necessary economic conditions

Hours per week: 21 + 0s**Type of exam:** written

and institutional preconditions for its development. Understanding the problems and approaches to organization and management of entrepreneurial businesses.

Course contents:

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

Teaching and assessment

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

MANAGEMENT OF EXPENSES OF THE ENTERPRISE

ECTS credits: 3.0

Form of assessment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

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

Course contents:

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

Teaching and assessment

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

INTERNATIONAL BUSINESS

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Hours per week: 21 + 0s

Type of exam: written

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: 3.0

Hours per week: 21 + 0s

Form of assessment: on-going control and exam

Type of exam: written

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 DECISIONS

ECTS credits: 3.0

Course hours per week: 21 +0s

Form of assesment: on-going assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Management and Marketing
Faculty of Economics

Annotation:

The 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 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 BUSINESS ETIQUETTE

ECTS credits: 3.0

Form of assessment: on-going control and exam

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.

REGIONAL ECONOMY

ECTS credits: 3.0

Form of assessment: on-going control and exam

Hours per week: 21 + 0s

Type of exam: written

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures on the course "Regional economy" has been developed in accordance with the general objectives of the subject "Management of regional development". The aim of the course "Regional economy" is to give students a thorough knowledge of: theoretical basis of the regional economy, regional analysis and regional synthesis; regional policy. The main tasks to be solved in the implementation of the curriculum are: 1. Understanding the theoretical foundations of the regional economy. 2. Acquiring knowledge and skills for regional analysis and evaluation of regional synthesis. 3. Understanding the assessment of regional policy and competence for regional policy.

Course contents:

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

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study, which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework . Apply current control . The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.

REGIONAL PLANNING AND PROGNOSTICATING

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:

In recent decades, especially in connection with the accession to the European Union, significant changes in policy, regional development, decentralization of the municipalities and others which caused a change in regional development planning. The course "Regional planning and forecasting" study the issues of regional development planning at different levels - national, district, provincial and municipal. The purpose of this training course is to acquaint students with the nature, site specificity, the content of regional development planning, types of plans and participants in their development. Pays due attention to the legal framework governing the role and functions of the bodies concerned with regional development planning and, especially, policy decentralization, common EU policies (infrastructure, social, regional, etc.). The programs and projects in support of the implementation of the Structural Funds and the Cohesion Fund, the development of backward areasq border areas, etc.

Course contents:

State policy for regional development - creation of conditions for sustainable and balanced development of all regions and administrative units of the Republic of Bulgaria Integration and involvement in the implementation of the regional policy of the European Union Nature, Role and specificity of regional development planning in different levels - national, district, provincial and municipal. Establishment of six planning regions in Bulgaria and target regions Strategic Planning of Regional Development at the national, district and provincial level. National Strategy regional strategies - content planning and programming of regional development at national

Hours per week: 21 + 1s

Type of exam: written

and district-district level. Regional development plans planning areas. Content resourcing. National Operational Programme for Regional Development. Content Management resourcing, responsibilities, authorities, stakeholders and organization of the drafting and adoption of strategies, plans and programs for regional development at national and district-level and county control and reporting of their performance. Regional Development Councils. Connection and coordination between regional development planning at national, regional and district level and planning at local level, including by considering the local initiatives for sustainable local and regional development role and functions of the municipality as the basic administrative territorial unit in which local government takes place. Developing preplanning analyzes, estimates, forecasts and more., And development strategy of the municipality, taking into account strategies, plans and programs for regional development, development and adoption of national and district-regional level, including EU funded projects related to municipal Municipal Development Plan - content sourcing, developing. Programs and projects to implement the municipal plan, including EU funded projects related to municipal management, responsibilities, authorities, stakeholders and organization of the drafting and adoption of the Municipal Development Plan and related development planning, and monitoring and reporting of implementation adopted - Municipal Development Plan, forecasts, programs and projects and state mandates - starting basis for developing the budget (financial plan) of total financial decentralization, amendments to the Law on Local Taxes and Fees Milestones and activities in the development, adoption and implementation of the budget of the municipality. Contact and coordination with the state budget and the Ministry of Finance Responsibilities, authorities, stakeholders and organization of the drafting and adoption of the municipal budget, and monitoring and reporting on implementation.

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study , which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework. Apply current control. The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.

REGIONAL DEVELOPMENT STRATEGIES

ECTS credits: 6.0

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The objective of the subject of Regional Development Strategies is to extend the student's knowledge of the role, significance and types of regional development strategies and based on that to contribute to their complex multi-functional training. The major problems to be solved throughout the implementation of the syllabus are: to extend students' training and knowledge on the issues related to the formation of regional development strategies; to provide general knowledge on the types of regional development strategies and their resource supply.

Course contents:

Role and significance of municipalities' strategic management and development. Strategies – essence and types of municipalities' development strategies. Resource supply of municipalities. Strategic plan of development of municipalities. Interaction of the municipal strategy with the regional development strategy and with the national development strategy. Infrastructure development strategy. Tourism development strategy. Agriculture development strategy. Industry development strategy. Ecology development strategy.

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study , which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework. Apply current control. The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.

MANAGEMENT OF TERRITORIAL AND URBAN DEVELOPMENT

ECTS credits: 7.5

Form of assessment: on-going control and exam

Hours per week: 31 + 2s

Type of exam: written

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The objective of the subject is to provide students with a profound knowledge of territorial management (inside and outside regulation), to acquaint them with the basic approaches for the implementation of territorial management. The major problems to be solved throughout the implementation of syllabus are: mastering the knowledge of the character of the different regulated territories and areas; mastering the knowledge on the essence and typical features of organization of such territories and areas.

Course contents:

Management of town and out-of-town territory. Structure of the out of town territory and urbanized territories. Urbanization management. Spatial-functional structuring of town. Management of territorial development beyond the borders of towns and villages – farm areas. Management of territorial development beyond the borders of towns and villages – forest areas. Management of territorial development beyond the borders of towns and villages – protected areas. Management and regulation of development and building on the territory and land plots. Management of and requirements to building roads, streets and transport networks and facilities. Management of and requirements to building water-supply and sewage systems and facilities. Management of and requirements to building power-supply networks and facilities. Management and development of industrial areas. Management and development of residential areas. Management and development of territories of cultural-historic heritage. Control on the development of territory – legal, administrative

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study, which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework. Apply current control. The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.

MANAGEMENT OF MUNICIPAL FINANCE

ECTS credits: 6.0

Hours per week: 21 + 2s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 3

Methodological guidance:

Department of Finance and accounting

Faculty of Economics

Annotation:

The training course on “Local Finance” is designed for the students, who study in “Finance” Major and it is prepared as specialized information for the specifics of the process of financial decentralization and intergovernmental fiscal relations. It is consisted of basic topics on the nature and role of the local self-governance and financial decentralization of the public sector, as well as concrete problems of local expenditures effectiveness and local tax optimization. Special accent is put on the applicability of the deficit financing of the local budgets and problems connected with the local debt. The course is aimed at providing the students with thorough knowledge in the scope of local self-governance and local financial autonomy, by discussing the basic preconditions for effectiveness of the local expenditure and optimization of the local tax revenue, as well as their applicability in the current practice. By completing the training course on “Local Finance” the students should: (i) acquire basic knowledge and skills for analyzing the degree of financial decentralization and assessing the efficiency of local expenditure; (ii) learn the essence and characteristics of the local taxation and become aware of the problems and techniques for taxation of the property and small business; (iii) get knowledge of deficit financing applicability to the local budgets and problems connected with the local debt accumulation; (iv) know and apply the existing techniques for optimization of local taxation and local financial management.

Course contents:

Role of the state in the national economy. Public goods, Private goods. Pure and impure public goods. Efficient and optimal supply of the public goods. Public choice. Local self-governance and financial autonomy of the local governments. Parameters and problems of decentralization in Bulgaria. Local governments’ expenditure. Ongoing control and assessment. Local taxes. Local charges. Non-tax revenues in the local budgets. Intergovernmental fiscal relations. Ongoing control and assessment. Local governments financing by debt issue. Ongoing control and assessment. Municipal bonds. Ongoing control and assessment

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. Lectures are enriched with tables, schemes and practical examples to illustrate theory. The course ends with an examination. In training priority is given to practical and independent work by students. Students are informed about the organization of training, the on-going control, the assessment and examination at the first lecture.

PUBLIC FINANCE

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course "Public Finance" aims to provide students with basic knowledge of the financing of various legal registration companies, financial issues and their tax policy, structure and management of capital and assets of the company and the effectiveness of investment decisions. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between the theoretical and applied material is given priority to the practical side of the topics. Developed rich text material, case studies and practical tasks aimed at consolidating received as part of the course knowledge to develop and seek their actual use in practice.

Course contents:

Money. Public (fiscal) finances. Consolidated state budget. Budget cycle. Fiscal decentralization. Taxes. Tax system and policy. Direct property taxes. Direct income taxes. Indirect taxes. Excise. Duties and customs. Value added tax. Non-tax revenues in the state budget. Social Security. Budget deficit and its financing. Tax and Financial Control. International public finance.

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study, which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework. Apply current control. The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.

POPULATION, HUMAN RESOURCES AND REGIONAL DEVELOPMENT

ECTS credits: 3.0

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 "Population, human resources and regional development" has been developed in accordance with the general objectives of the subject "Management of regional development". The aim of the Course "Population, Human Resources and Regional Development" is to give students a thorough knowledge regarding the demographic aspects of regional development - general assumptions, principles and laws, taking into account the achievements of contemporary theory and practice requirements. The main tasks to be solved in the implementation of the curriculum are: 1. Understanding the theoretical basis of demographic trends and demographic processes. 2. Acquiring knowledge and skills to analyze, evaluate and predict the size and structure of population and migration. 3. Understanding the analysis and evaluation of the current demographic situation and population policy and competence to develop demographic policies.

Course contents:

Essence of demographic processes. Demography and regional development. Empirical demographic research. Information system for the population. Descriptive population studies. Retrospective studies on the population. Integrated system for socio-demographic statistics. Specific methods for assessing and forecasting the size and structure of the population. Comparative method. Extrapolation methods. Methods ratios and correlation. Analysis of the components of growth. Evaluation and forecasting of migration. Evaluation of interregional migration in past periods. Evaluation of migration flows between cities and villages. Prediction of migration.

Current demographic situation and demographic policy. Total number. Spatial distribution. Demographic structures. Fundamentals of demographic policy.

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study , which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework. Apply current control. The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.

MANAGEMENT OF TERRITORIAL ADMINISTRATION

ECTS credits: 3.0

Form of assessment: on-going assessment and exam

Semester: 3

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures "Management of territorial administration " has been developed in accordance with the general objectives of the "Management of Regional Development". Structurally covers basic theoretical and methodological and practical knowledge on the management of territorial administration . The aim of the course is to broaden the knowledge of students graduate on issues related to the management of territorial administration and on this basis to contribute to the acquisition of complex multifunctional training. The main tasks that need to be addressed in the implementation of the curriculum are: 1. To expand the training and knowledge of students - graduate students from the Master's degree course in " Business Administration " on issues related to the management of the territorial administration. 2. To provide a basic understanding of the organization of territorial administration and European experience in the management of territorial administration.

Course contents:

Introduction to the management of territorial administration. Subjects of government. Planning of territorial administration. Organization of territorial administration. Of workplaces. Structure of the territorial administration. Management of individual units. Territorial governments. Motivation of the territorial administration. Increase education and career development of territorial administration . Culture in the process of territorial governance and government. Styles of leadership of the territorial administration. European experience in the management of territorial administration process control in the management of territorial administration .

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study , which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework. Apply current control. The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.

EU REGIONAL POLICY

ECTS credits: 3.0

Form of assessment: on-going control and exam

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures of "ES Regional policy" was developed in accordance with the general objectives of the Master program "Management of Regional Development." Structurally cover both basic principles of management of regional development in the EU and policy issues specific to the regions lagging behind in the community. The material is selected according to the prescribed workload and specifics of the program and within a reasonable compromise between the theoretical and practical application material is given priority to the practical side of the question topics. Developed extensive text material, case studies and practical tasks aimed to strengthen received in the course knowledge to develop and seek their actual use in practice. The aim of the course "Regional policy" is to provide in-depth knowledge of management management of regional development in the EU, see the main policy approaches to lagging regions and mechanisms for their support.

Hours per week: 31 + 0s

Type of exam: written

Course contents:

General characteristics of EU regional policy. Levels and criteria for the classification of the regions. Transnational, national, and certain functional areas. Neoclassical, compensatory and redistributive approach. Economic and social cohesion of the EU regions. Financing of competitive development. Development and structural adjustment. Solving problems with employment. Promoting rural development, improvement of infrastructure and the environment. Priority objectives of regional policy and the tasks of the Structural Funds. Assistance from the European Investment Bank and other financial instruments. Cross-border and regional initiatives satudnichestvo. Sustainable development of cities and declining urban areas (Urban II). Rural development through local initiatives (Leader) The role and effectiveness of cohesion policy in reducing development disparities in the poorest regions of the EU. Resources for European regional policy in the 2007-2013 Budget to "Convergence", "Regional competitiveness and employment", "European territorial cooperation. Cohesion policy. European aspects of the Bulgarian regional development. Operational programs.

Teaching and assessment

Training course takes the form of lectures. Mandatory at the beginning of each lecture is a brief introduction, providing the necessary transience from one topic to another. In the process of familiarizing students with the new theme is done talk to them in order to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. To illustrate the theoretical and practical issues using "PowerPoint presentations " using multimedia projector. The course ends with a written exam. Assess the knowledge, skills and competence during the talks in lectures and operational control, as of high importance are the results achieved by the set assignments, course project (paper) and conducted a test. The exam is conducted in a prepared syllabus with specific questions and information about literature.

SUSTAINABLE REGIONAL DEVELOPMENT**ECTS credits:** 4.5**Form of assessment:** on-going control and exam**Semester:** 4**Methodological guidance:**

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures on the course "Sustainable regional development" has been developed in accordance with the general objectives of the subject "Management of regional development". The aim of the course "Sustainable regional development" is to give students a thorough knowledge of sustainable regional development and to explore basic approaches to its realization in the modern world. The main tasks to be solved in the implementation of the curriculum are: 1. Understanding the nature and genesis of the concept of sustainable regional development, current issues and future challenges of sustainable regional development goals and targets of sustainable regional development. 2. Understanding the nature and structure of the concept of sustainable regional development. Understanding the issues, approaches, the system of criteria, indicators and benchmarks to evaluate the components and the definition of generalized complex assessment of regional sustainable development. 3. Understanding the management of regional development in the context of sustainable development as well as approaches and strategies for sustainable regional development.

Course contents:

Need for sustainable regional development. Economic, social and environmental processes in social and economic development at global, regional, national and local level. Current issues and future challenges of sustainable regional development. Nature and genesis of the concept of sustainable regional development. Historical development of the concept of sustainable regional development - stages and key documents. Systematic study of sustainable regional development. Principles of sustainable regional development. Objectives and guidelines of sustainable regional development. Management policies, including the purposes and principles of sustainable regional development. Concept of Sustainable Development. Structure of the concept. General characteristics of the components of sustainable regional development. Evaluation of sustainable regional development. Methodological framework for evaluation of regional sustainable development. Measuring apparatus for the evaluation of regional sustainable development. System of criteria, indicators and indicators for sustainable regional development. Classification of indicators for sustainable regional development. Assessment of the economic components of sustainable regional development. Assessment of the social components of sustainable regional development. Assessment of the environmental components of sustainable regional development. Assessment of institutional and structural components of sustainable regional development. Algorithm of the evaluation process of sustainable regional development. Approach for determining the aggregate comprehensive evaluation of regional sustainable development. Management of regional development in the context of sustainable development. Objectives, guidelines and

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

priorities for sustainable regional development as a system-oriented core of regional strategies, programs and plans. Approaches to management of regional development in the context of sustainable development. Strategies for Sustainable Development.

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study, which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework. Apply current control. The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.

MANAGEMENT OF MUNICIPAL INVESTMENTS

ECTS credits: 4.5

Hours per week: 31 + 1s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures on the course "Management of municipal investments" has been developed in accordance with the general objectives of the subject "Management of regional development". The aim of the course "Management of municipal investment" is to give students a thorough knowledge of management of municipal investments, forming the main approaches for the realization of the municipal investment strategy and policy in modern conditions. The main tasks to be solved in the implementation of the curriculum are: 1. Understanding the nature and management of investments and the investment process in the municipalities. 2. Acquiring knowledge and skills for the development of municipal investment projects. 3. Acquiring knowledge and skills in analysis, evaluation and selection of municipal investment projects.

Course contents:

Innovation - the basis of investment. Nature and characteristics of innovation. Classification and structure. Essence of investment and financing. Types, elements and structure of municipal investments. Major investment vehicles and concepts. Municipal investment funds (companies). Role and nature of local investment funds (companies) in a market economy and membership of Bulgaria in the EU. Municipal investment is subject to economic regulation. Role of motivation for investment. Nature and components of capital investments as a form of investment activities of municipalities. Need, purpose, and key aspects of investment projects. Nature and importance of investment projects in the realization of the investment policy of the municipalities. Basic financial concepts. Time value of money. Compounded and discounted cash flows. Annuities. Criteria and methods for evaluation of municipal investment projects. Static methods. Dynamic methods. Choice between alternative municipal investment projects. Methods for selecting between two or more projects. Nature and types of risk in municipal investment projects. Approaches and methods of analysis and risk assessment. Management of municipal investments in the context of implementation of structural and cohesion funds.

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study, which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework. Apply current control. The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.

MANAGEMENT OF REGIONAL PROJECTS

ECTS credits: 3.0

Hours per week: 31 + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures of "Manage regional projects" has been developed in line with the overall objectives of the subject "Project Management". Structurally covers key management issues various types of infrastructure related to regional development and more. The aim of the course is to provide students with detailed knowledge of managing different types of regional projects to explore basic approaches of management. The main tasks to be

solved in the implementation of the curriculum are: Understanding the nature of the various regional projects
Understanding the nature and characteristics of the organization and management of these regional projects.

Course contents:

Operational Programme "Regional Development" 2007-2013-nature, goals and objectives Priority 1 "Sustainable and Integrated Urban Development" Priority 2 "Regional and local accessibility" Priority 3 "Sustainable Tourism" Priority 4 "Local Development and cooperation "project cycle. Define the six phases of the project cycle. Basic principles of RPM Cycle project. Basic format or structure of the project and program documents. Sectoral programs. Logical Framework. Essence of the logical framework. Limitations of the logical framework matrix. The Logical Framework Approach / two stages Logical Framework. Analysis: stakeholders, problems, objectives, strategies. Logical Framework. Planning stages. Building a Logical Framework Matrix. Logical intervention Objectively verifiable indicators. Sources of Verification Factors associated with quality. Planning quality. Complete construction of the logical framework. Determination of objectively verifiable indicators and sources of verification. Complete construction of the logical framework. Identifying resources and expenditure. Latest check the quality of the logical framework. Using a logical framework for developing schedules for activities using a logical framework for developing scheduling resources using a logical framework for the planning of complex interventions: logically interrelated frameworks.

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study , which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework. Apply current control. The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.

NONGOVERNMENTAL SECTOR AND REGIONAL DEVELOPMENT

ECTS credits: 3.0

Hours per week: 31 + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures "Nongovernmental sector and regional development" has been developed in line with the overall objectives of the subject "Business Management". The aim of the course "NGOs and regional development" is to provide students with detailed knowledge of the nature and conditions of manifestation of NGOs in relationship to regional development. The main tasks to be solved in the implementation of the curriculum are: Understanding the nature and role of non-governmental organizations to regional socio-economic development, the necessary economic conditions and institutional preconditions for their successful operation. Understanding the issues and approaches to organization and management of NGOs.

Course contents:

Nature and conditions for the manifestation of NGOs. Defining NGOs. Functions of NGOs. Vertical and horizontal linkages with institutions of regional governance. Development of regional links for communication with the reference group of NGOs. Types of NGOs under the territorial scope of their activities. Application of new technologies in communication between NGOs and the exchange of positive experiences. Cooperation between NGOs and businesses. Develop a system for donation to NGO activities. System relationship between opinion leaders and representatives of the regional government. Criteria for assessing the level of public services by NGOs in support of regional development. Training of professionals and volunteers who are willing to work for NGOs. Funding for the work of NGOs. Develop programs to update the coordination links between NGOs from different regions associated with typologically similar problems. NGO participation in projects of regional significance, financed by EU funds. Interactive links between NGOs and regional institutions.

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study , which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework. Apply current control. The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.

ENTREPRENEURSHIP IN THE REGIONAL DEVELOPMENT

ECTS credits: 3.0

Hours per week: 31 + 0s

Form of assessment: on-going control and exam

Type of exam: written

Semester: 4

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course covers basic issues of entrepreneurship, small business and regional development. The goal is to give students a thorough knowledge of theoretical and practical problems of entrepreneurship, its importance for regional development and the role of regional development policy entrepreneurship. Main tasks: 1. Understanding the nature and role of entrepreneurship and small and medium enterprises in regional socio-economic development, the necessary economic conditions and institutional preconditions for its successful operation. 2. Understanding the role of regional development policy entrepreneurship. 3. Understanding the problems and approaches to organization and management of entrepreneurial businesses.

Course contents:

The economic theory of entrepreneurship. Essential characteristics of entrepreneurs and entrepreneurship Role of entrepreneurship and small business in regional socio-economic development. Regional development policies of small and medium entrepreneurship. Policy of the European Union. State policy to promote entrepreneurship. Socio-economic factors for the development of entrepreneurship at the region. State of the business environment in the regions. Role of socio-economic regional development policy of small businesses. Entrepreneurship development and use of local resources. Organizational-economic mechanism of interaction of state and small businesses in the regions. Managing the development of small businesses in the region. Development of entrepreneurship in regional strategies. Marketing Concept for the economic development of small businesses at region. Mechanisms for the promotion and strengthening of innovative enterprise-level region. Regional policy of creating entrepreneurial associations. Information as a basic resource for entrepreneurial businesses in the regions. Regional policy for information assurance entrepreneurship.

Teaching and assessment

The course ends with an exam. The course gives priority to practical and self study , which is intended to be individual and workgroups. Assess knowledge, skills and competence in the development and practical exercises and assignments, computer tests and coursework. Apply current control. The purpose of the monitoring is to establish liability in respect of the prior preparation, orderliness in the utilization of knowledge, formation of applied thinking skills for working with information products and ability to work in a team.