



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

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**Department: ECONOMICS**

**ECTS Information Package**

**Major: International Business**

**Education and qualification degree: Master**

**AIMS OF THE TRAINING:**

The Master's program on the major "International business" aims to prepare qualified cadres for execution of foreign economic and foreign trade operations on different levels of the economic and the administrative system of the Republic of Bulgaria, for the sections of the banking system and the non-banking financial institutions, the Central bank and the structures of the EU, international organizations and the subdivisions of the Ministry of the Foreign Affairs, stock and fund exchanges and currency exchange offices.

The graduates "master" on "International business" shall be able to possess and exercise concrete skills in the field of:

Finance manager, international investments specialist, specialist on foreign trade and currency operations, international credits expert, broker or dealer, customs inspector, etc.

**Requirements to the on the Master on IB:**

The future masters on "International Business" are to be prepared to take management decisions in a quickly changing international economic midst, to formulate conceptions and strategies for the development of the currency and the foreign trade branch.

The Master of the IB implements integrated the obtained generally-theoretical and specialized economic knowledge in the field of:

- Foreign economic and foreign trade activity;
- International banking management and marketing, management of international finance risk;
- Financing of foreign - country enterprising activity;
- Policy and the functions of the international finance institutions;
- Specifics of the international currency and stock exchanges operations;
- International public finances, the actual programs and policies in the frames of the united European space.

The professional standards of the specialty "International Business" for Educational and qualification degree "MASTER" with professional qualification "MASTER ON IB" is a basic document, which defines the working out of the curriculum and the syllabuses. It is consistent with The Law of the Higher Education, with the Ordinance on the State requirements for obtaining of the following educative degrees: "Master", "Bachelor", "Specialist" and the Regulations of the "N. Rilski" South-West University.

**STRUCTURE OF CURRICULUM**  
 FIELD OF HIGHER EDUCATION: SOCIAL, ECONOMIC AND LAW SCIENCES  
 PROFESSIONAL DIRECTION: 3.8. ECONOMICS  
 MAJOR: INTERNATIONAL BUSINESS  
 EDUCATION AND QUALIFICATION DEGREE: MASTER  
 PROFESSIONAL QUALIFICATION: MASTER ON INTERNATIONAL BUSINESS  
 FORM OF EDUCATION: FULL-TIME and PART-TIME

<b>First year</b>			
<b>First semester</b>	<b>ECTS credits</b>	<b>Second semester</b>	<b>ECTS credits</b>
1. Economics 2. Basis of Management 3. Basis of Law 4. Introduction into International Business 5. Elective course I group 6. Elective course II group	6.0 4.0 4.0 6.0 5.0 5.0	1. International trade 2. Geo economy and regional development 3. Conuncture of the international markets 4. Statistics 5. International monetary and currency relations 6. Elective course III group	6.0 4.0 4.0 5.0 6.0 5.0
<b>Elective courses (students choose one course from each group)</b>		<b>Elective courses (students choose one course from each group)</b>	
<b>Elective courses I group</b> 1. Basis of Finances 2. Accounting 3. Organizational behavior	5.0 5.0 5.0	<b>Elective courses III group</b> 1. International trade of services and intellectual property 2. International Investment Projects	5.0 5.0
<b>Elective courses II group</b> 1. Basis of Marketing 2. International trade contracts	5.0 5.0		
	<b>Total 30</b>		<b>Total 30</b>
<b>Second year</b>			
<b>First semester</b>	<b>ECTS credits</b>	<b>Second semester</b>	<b>ECTS credits</b>
1. Global economy 2. European economy 3. Duties and customs policy in the EU 4. Tax policy in the EU 5. Elective course IV group 6. Elective course V group	6.0 5.0 6.0 5.0 4.0 4.0	1. Innovations and innovation policy 2. International competitiveness 3. International projects management 4. Elective course VI group 5. Elective course VII group  State exam or Defense of a Master Thesis	3.0 3.0 3.0 3.0 3.0  15.0
<b>Elective courses (students choose one course from each group)</b>		<b>Elective courses (students choose one course from each group)</b>	
<b>Elective course IV group</b> 1. Regional cooperation and integration 2. EU funds 3. International cultural cooperation	4.0 4.0 4.0	<b>Elective course VI group</b> 1. International division of labor 2. Sustainable development	3.0 3.0
<b>Elective course V group</b> 1. International business etiquette 2. European banking system	4.0 4.0	<b>Elective course VII group</b> 1. International capital markets 2. International Logistics	3.0 3.0
	<b>Total 30</b>		<b>Total 30</b>

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

## DESCRIPTION OF THE CURRICULUM

Major: International Business

Education and qualification degree: Master

### ECONOMICS

**ECTS credits:** 6

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

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The teaching Course helps the first year students - masters to understand and to think through the contents, the intermediate connections and the dependences between the different actors and institutions in the field of the economic theory. This must help them to get a correct orientation in many other fields of their theoretical and practical study. According Mansur Olsson the main target of the Microeconomic Theory is to research and to understand "the behavior of the individuals and the bodies, involved in taking economic decisions regarding and in connection with their specific economic (and related) markets, so as also the intermediate connections, which every economic subject (body) must take into account in his economic (related) activity." On the other side the Course as a part of the core economic theory includes all important questions of the topic itself, the understanding and the analyses of a whole macro-economic system etc. It allows us to understand their sense in complexity. We share the economic theory in two main parts – micro and macroeconomics provisionally in order to allow the more specialized study the whole political economy. This part of the general economical knowledge is well known in the English-speaking countries as ECONOMICS. We also recognize this term and analyze the main aspects in the whole economic theory, based on the classical political economy of the classic names putting numerous corrections and co-analyses made in a longer period of time by the future generations of the theorists - economists.

**Contents of the course:**

Introduction to the theory of economics - subject, scope and objectives. Role and placement of the market – market mechanism, demand, supply, market equilibrium, elasticity. Main macroeconomic problems - economic activity as aggregates of conduct. Economic objectives. Tools of the macroeconomic politics. Structuring the market-economic environment - operators and objects. Measures of macroeconomic activity - gross national product. Alternative methods of measurement. Circulation of income and expenses. Concept of good in the economy; Theory narrowness of wealth - wealth types. Sufficiency of economic decisions. Ways and forms to generate solutions and their implementation - theoretical aspects. Factor theory - factors of production. Division of labor in modern conditions and its impact on the behavior of market participants. Economic policy - nature and objectives of economic policy - macro and micro level. Economic prosperity nominal and real gross national product. Opportunities decomposition, rates of exclusion and monetary valuation of time. Consumption, investment and other components of aggregate demand. Classical and Keynesian theories. Say's Law. Marginal propensity to consume and save. Determinants. Modern theories of the consumption function. Investments, government purchases and net exports. International trade relations. Protectionism against the free trade. Theories of absolute and comparative advantage. Theorem of Heckscher - Ohlin. Leontief's paradox. Customs duties and customs policy. Non-tariff barriers - import and export quotas, government subsidies, dumping, preferential trade agreements.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Each lecture begins with a brief introduction, while ensuring the necessary transience and commitment to the taught material already. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

### FUNDAMENTALS OF MANAGEMENT

**ECTS credits:** 4

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

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

**Type of exam:** written

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

**Type of exam:** written

**Semester: 1****Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Emphasis is upon the theory combined with its practice applied character and the difference between the experience of the world leading companies and the governing practice in Bulgaria.

**Contents of the course:**

The essence of the 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 activity. Styles of leadership. Leadership and power. Characteristics of a manager.

**Teaching and assessment**

The training course takes the form of lectures. In the process of familiarizing students with the new theme discussions are made in order to achieve continuity between lectures and to make students draw their own conclusions. The course ends with an exam at the end of the fourth semester. A priority in training is given to the practical and independent work of students. The knowledge, skills and competence are assessed during the current control, of serious importance are the results achieved by the set assignments and tests.

**BASIS OF LAW**

**ECTS credits:** 4

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

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

**Type of exam:** written

**Semester: 1****Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course systematizes the legal framework of education in national legislation in its interaction with the main branches of public and civil law.

**Course content:**

Basics of law and common law theory. Origin and nature of law. Systematization of positive law. Public and private law. General characteristics of the sources of law. Classification. Legal norms - definition and types. Action norms. Legal facts and relationships. Operation of law. Interpretation of the law - concept and types. Of law. Subjects of law. Natural and legal persons. Common characteristic concepts. Civil legal status of individuals. Pravospobnost and capacity. Legal scars in civil legal status of individuals. Legal entities - concept and types. Civil legal status of legal persons. Real relationships. Interaction with the State Property Act and the Municipal Property Act. Contracts - concept and types, competitions and rules. Salary and wage system. Labor discipline and disciplinary action. Ending employment. Classification.

**Technology for training and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**INTRODUCTION INTO INTERNATIONAL BUSINESS**

**ECTS credits:** 6

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

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

**Type of exam:** written

**Semester: 1****Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course "Introduction to International Business" is a fundamental mandatory discipline that is an extension of micro and macro economy is part of the international economics. The course on "Introduction to International Business" aims to introduce students to the basics of economic theory encompassing the interaction of the international exchange of goods, services, labor and capital. The basic theoretical concepts of international trade are in the content, then it goes to the factors affecting international economic relations, peculiarities of building a global company and its foreign trade.

**Course content:**

Main categories in international business. Theoretical foundations of international business. Globalization, internationalization and integration and global trade. International institutions, agreements, organizations and forms of state regulation. Analysis and pricing in international markets. Risks in international trade. Specifics in companies operating in international markets. Operations penetration in international markets. Mediation in international business. Import, Export and foreign operations. The role of non-capital forms in foreign trade relations. International business and FDI. Outsourcing and concession as modern forms of international business. Cultural specifics and international business. International receivables and payables

**Teaching and Assessment**

Training on the course takes the form of lectures and seminars. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and expertise during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## FINANCES

**ECTS credits: 5**

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

**Semester: 1**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide the basic knowledge in the field of financing of various legal registration companies, financial problems 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 theoretical and applied material giving priority to the practical side of the topics. The developed rich text material, case studies and practical tasks aimed at reinforcing received as part of the course knowledge to develop and seek their actual application in practice.

**Course content:**

Money. Public (fiscal) finances. Money and Finance. Origin, evolution and nature of money. Consolidated government budget. State budget. Functional and composite structure of the budget. Budget cycle. Fiscal decentralization. Local government. Basic functions of local authorities. Administrative and financial autonomy of municipalities. Tax system and policy. Direct property taxes. Direct income taxes. Indirect taxes. Excises. 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:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Each lecture begins with a brief introduction, while ensuring the necessary transience and commitment to the taught material already. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## ACCOUNTING

**ECTS credits: 5**

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

**Semester: 1**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Scientific and theoretical bases of accounting are considered: nature, modes, means and organization of accounting as an information and control system. The legal framework of accounting, Accountancy Act, IAS,

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

**Type of exam:** written

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

**Type of exam:** written

NAS, the chart of accounts are to clarify. The aim is to provide scientific and practical application training of students in this area and in the foundation of accounting.

**Contents of the course:**

Introduction to Accounting. Accounting principles and documentation. Assets. Sources (equity and liabilities). Business transaction. Incomes and expenses. Reflecting the effects of the transaction on the balance sheet and PLR (Profit Loss Report). Cash. Accounts. Chart and checking the correctness of entries in the accounts. Accounting article. Accounting for depreciable assets. Depreciation of depreciable assets. Accounting for inventories. Consideration of costs and revenues and the determination of financial results. Inventory of the property, receivables and payables. Forms of accounting.

**Teaching and assessment:**

The training course takes the form of lectures. In the process of familiarizing students with the new theme discussions are made in order to achieve continuity between lectures and to make students draw their own conclusions. The course ends with an exam at the end of the fourth semester. A priority in training is given to the practical and independent work of students. The knowledge, skills and competence are assessed during the current control, of serious importance are the results achieved by the set assignments and tests.

## **ORGANIZATIONAL BEHAVIOR**

**ECTS credits:** 5

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

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

**Type of exam:** written

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Organizational behavior studies the persistent features of human behavior and human communities in terms of organized labor and management. It is an interdisciplinary field that is dedicated to both the learning and understanding of the causes, structure and dynamics of individual and collective labor behavior and practice of the impact on him, his real practical control. Organizations are social systems, combining human and material resources. The behavior of individuals and groups of people who run organizations or work for them is largely unpredictable as far as its basic complex and interacting reasons: individual characteristics, needs and interests, values, motivations, attitudes and etc .. at the same time, this behavior should be studied, understood and managed, because work occupies the most important place in the life of every person, because there is a more important factor in the success of an organization by its people, and because of the effective Fung cussed the organization depends on the prosperity of any society. Organizational behavior is sought after and popular subjects for students and graduate students in the field of general management, business administration and human resources management in all known global tsentrave training in this area.

Course content:

Organizational behavior as a scientific field and academic discipline - subject, goals, levels of analysis approaches. Concepts underlying organizational behavior - in human nature, the nature of the organization. Individual behavior - individual differences. Dynamics of individual differences. Motivation. Attitude. Commitment. Motives and motivation in the field of organizational behavior. Motivational models. Types of motivation to work - attitude, commitment, empathy. Organizational theories. The groups in the organization. Essence. Organizational roles. Status and socializing. Formal groups and structures. Informal groups and structures. Informal organization. Image of the organization. Organizational culture. Forms. Functions of organizational culture. Interpersonal behavior in the group. Essence. Kinds. Problems. Interpersonal dynamics within the group. Power. Organizational policy. Conflicts. Types of conflict. Conflict situation. Strategies for conflict management. Quality of working life. Stress and its management. Counseling. Management and leadership. Nature and distinctions. Concepts of management and leadership. Types of communication and communication problems. Origin and development of organizational culture. Management training.

Teaching and Assessment

Training on the course takes the form of lectures. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and competence in carrying out the current control, of serious importance are the results achieved by the set assignments and tests.

## **BASIS OF MARKETING**

**ECTS credits:** 5

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

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

**Type of exam:** written

**Semester:** 1

**Methodological guidance:**

Department of Economics  
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 the possibilities of marketing.

**Contents of the course:**

Nature, characteristics and structure of the marketing activities. Marketing environment. Methodological and information provision and use of market research. Marketing programs. Research on markets and consumer needs. Marketing strategies. Market segmentation and product positioning. Marketing services. Goods such as marketing tool. Distribution as a marketing tool. Prices as marketing tool. Penetration of goods as marketing tool. Planning and control of marketing activities.

**Teaching and assessment:**

The training course takes the form of lectures. In the process of familiarizing students with the new theme discussions are made in order to achieve continuity between lectures and to make students draw their own conclusions. The course ends with an exam at the end of the fourth semester. A priority in training is given to the practical and independent work of students. The knowledge, skills and competence are assessed during the current control, of serious importance are the results achieved by the set assignments and tests.

## FOREIGN TRADE CONTRACTS

**ECTS credits: 5****Form of assessment:** on-going control and exam**Semester: 1****Methodological guidance:**

Department of Economics  
Faculty of Economics

**Annotation:**

The lectures in this course structurally cover both basic common problems of the nature and structure of the foreign trade contracts, as well as specific problems of the procedures for their preparation and conclusion, the specific conditions in their content, procedures and documents on their implementation. The developed rich text material, case studies and practical tasks aim to consolidate the received as part of the course knowledge, to develop and seek their actual application in practice. The aim of the course is to provide students with in-depth knowledge about the essential characteristics of the existing foreign trade contracts, the basic principles of their implementation, the accompanying applications, lists and documents at the conclusion of the foreign trade transaction. The emphasis is on providing information on foreign trade contract, the rules and customs regulations setting out the framework of the foreign trade regime.

**Contents of the course:**

General characteristics and subject of the foreign trade deal. Criteria for classification of the deals. Technology of realization. Preparation for a foreign trade deal. Scheme of a foreign trade contract. Subject and characteristics, Conditions for the quantity and quality of the goods. Methods for determination. Terms of price and overall value. Unit, and currency levels. Conditions and terms of delivery. Codification of the Incoterms. Payment Terms. Periods ways and sizes. Terms of packaging, labels, barcode and marking. Terms of transportation, transmission and reception of the goods. Terms of guarantee claims and penalties. Force majeure. Procedures and documents in carrying out foreign trade contract. Foreign trade regime of Bulgaria. Basic documents on imports and exports. Lists of basic goods, which are published and considered representative international prices. Changes in foreign trade contracts resulting from Bulgaria's membership in the EU.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL COMMERCE

**ECTS credits: 6****Form of assessment:** on-going control and exam**Hours per week: 21 +2s****Type of exam:** written**Hours per week: 21 +2s****Type of exam:** written

**Semester: 2****Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide students with basic knowledge in the field of cross-border trade and international economic relations in their general theoretical, methodological and practical aspects. The material is selected in accordance with the prescribed workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the topics. Developed rich text material, case studies and practical tasks aimed at reinforcing received as part of the course knowledge to develop and seek their actual application in practice. Discipline is essential in the training of specialists with higher economic education, directed to the specialization in the field of international trade in its various forms, as well as international economic relations in a broader aspect of the understanding of this concept.

**Course content:**

Theoretical assumptions about the nature and characteristics of international trade. Essence of modern international trade. Basic forms of foreign trade. Specific foreign trade transactions. Foreign missions and functions in the performance of foreign markets. Institutional structure - organizations supporting foreign trade. Legal framework and regulation of foreign trade. Duties and customs policy. Transport services in foreign trade. Documents and document in foreign trade. Pricing in foreign trade. Problem risk in foreign trade. Payments in foreign trade transactions. Financing in foreign trade. Medium- and long-term financing of foreign trade. Leasing and forfeiting in the foreign trade practice.

**Teaching and Assessment:**

Training on the course takes the form of lectures. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated are the knowledge, skills and competence in carrying out the current control, of serious importance are the results achieved by the set assignments and tests.

**GEOECONOMY AND REGIONAL DEVELOPMENT****ECTS credits: 4****Form of assessment:** on-going control and exam**Semester: 2****Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The discipline "International advertisement" aims to represent the students basic knowledge in the fields of the economic geography and its present-day situation and tendencies. The material is orientated to the aim in the frames of the workload the general theoretical opinions for the territorial development of the productive powers to be represented. The discipline is orientated to the education of specialists of higher education, specializing in the fields of the international economic relations as well as in the international trade activity of firms and organizations. It is based on the knowledge obtained from some fundamental disciplines in the curriculum such as "Microeconomics" and "Macroeconomics".

**Contents of the course:**

Development of the studies for the territorial developments of the productive powers. Factors influencing the territorial developments of the productive powers. The human resources in the world. Natural resources in the world. Development, branch and territorial structure of industry. Development, branch and territorial structure of the transport and communications. Development, branch and territorial structure of the agriculture. Development and territorial structure of the international tourism. Development and territorial structure of the service activities. Foreign economic relations. The integration processes as a factor for changing the structure and the territorial situation of the productive powers in the world. Perspectives for developments of a "Common European home" and the European economic space in the 21<sup>ST</sup> century. ASPECTS, challenges and perspectives of globalization in front of the world separation of the economic resources in 20<sup>TH</sup> century. Perspectives and challenges of the territorial developments of the productive powers in 21<sup>ST</sup> century.

**Teaching and assessment:**

Training is in the form of lectures and seminars. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

**CONUCTURE OF THE INTERNATIONAL MARKETS****Hours per week: 21 +0s****Type of exam:** written



**ECTS credits: 4**

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

**Semester: 2**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The subject "Conuncture of the international markets" aims to represent the students general knowledge in the fields of: i) the sense and the peculiarities of the conuncture as a reflection of the development of the international markets of goods and serves, considered as economic systems and mainly of the changes in them as a result of the activity of some political, economical and nature factors; ii) the specifics of the planning, organization, the conducting of conuncture researches and iii) preparation of forecastings for the development of the conuncture of the international markets according to the respective conuncture factors- price and non-price determinants of international and national level. The course is aimed at training students who wish to implement in the field of International Economic Relations (IER), and in particular in companies engaged in international trade of goods and services; in consulting and marketing organizations involved in monitoring, research and prediction markets at national, regional and international levels; European and international institutions charged with monitoring key sectors and processes in the European Union economy and the world economy as a whole.

**Course content:**

Features and factors behind the situation on international markets. Place and role of cyclical studies in International Economic Relations (IER). Features cyclical studies in International Economic Relations. Cyclical forecasts as a tool of production management in International Economic Relations. Global and regional commodity exchanges - a reflection of the situation in International Economic Relations. Requirements methodology for carrying out ad hoc analyzes and forecasts. Indicators characterizing the situation. Long-term, short-term operational and market-price survey. Determining the type and the markets and their volume in terms of supply and demand. Methods for conjunctural analysis and forecasting. Statistical methods. Methods for conjunctural analysis and forecasting, Matrix methods. Methods for conjunctural analysis and forecasting. Methods script. Methods for conjunctural analysis and forecasting. Expert methods. System information conjuncture survey. Primary and secondary sources of information about the conjunctural situation on international markets. Planning and organization of work in conducting ad hoc studies. Leading international organizations carrying out ad hoc studies: WTO, UNCTAD, UNWTO and others. Leading international private companies and non-profit organizations specialized in conducting ad hoc studies.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## STATISTICS

**ECTS credits: 5**

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

**Semester: 2**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course explains the statistical learning as an informational process 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. Special attention is been payed to the possibilities of getting statistical characteristics stressing on their interpretations.

**Contents of the course:**

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

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The

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

**Type of exam: written**

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

**Type of exam: written**

knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL CURRENCY MONETARY RELATIONS

**ECTS credits:** 6

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

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course structurally covers both basic common issues of currency and financial markets and specific problems of the movement of world money, the new international financial instruments, collective reserve currency units and changes in the global monetary system. The aim of the course "International currency and financial relations" is to provide students in-depth knowledge about the essential characteristics of national and international monetary systems, the basic principles of functioning of the foreign financial markets, the development of the European monetary system. The focus is on the current state and development trends of the global currency and financial system, international financial centers, the formation of optimum currency areas, European markets debt capital.

**Course content:**

Origin and definition of international finance. National and international monetary system. Currency and exchange rate. Types of quotations exchange rates. Key features of the international monetary system and the stages of its development. The system of the gold standard, the Bretton Woods system 1945-1971 and the modern system of floating exchange rates. Comparative characteristics. International monetary-financial centers. International Monetary Fund (IMF). World Bank. Bank for International Settlements. Collective international reserve currency units. Establishment of European Monetary System (EMS). Theory of optimum currency areas. Advantages of using the single currency. Opportunities and prospects for introduction of the euro in Bulgaria. The global financial crisis and the turmoil in the currency markets. The new international financial instruments. Trade in currency derivatives. Efficiency of the foreign exchange market. International banking services. Types of international banks. International market stocks and bonds. Euro currency and market. Emerging system of international currency and financial relations.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL TRADE WITH SERVICES AND INTELLECTUAL PROPERTY

**ECTS credits:** 5

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

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The lectures in the course "International trade in services and intellectual property" was developed in accordance with the overall objectives of the Bachelor's program in "International Business". Structurally it covers both basic common problems and peculiarities of international trade in services and intellectual property, and trends in intellectual products and their place in the international market. The material is selected in accordance with the prescribed workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. Developed rich text material, case studies and practical exercises aim to strengthen received as part of the course knowledge to develop and seek their actual application in practice.

**Course content:**

Nature and definition of international trade in services. Backgrounder on international trade in services. Classification of services subject to international trade. Specific features of the services subject to international trade. Pricing in international trade in services. Export production base of services - nature and essential components. Factors international services markets. Contractors of international services markets. International

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

**Type of exam:** written

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

**Type of exam:** written

trade in a transport services. Nature and genesis of intellectual products. Classification of intellectual products in international trade. Organizational forms of production of intellectual products internationally. International trade in intellectual products. Methodological issues of international price formation of intellectual products. Terms of the deal with intellectual products. Trends in intellectual products and their place in international business.

**Technology training and assessment:**

Training on the course takes the form of lectures. The course ends with an exam. Priority in training is practical and independent work of students. Evaluated the knowledge, skills and competence in carrying out the current control, of serious importance are the results achieved by the set assignments and tests.

## INTERNATIONAL INVESTMENT PROJECTS

**ECTS credits:** 5

**Hours per week:** 31 +0s

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

**Type of exam:** written

**Semester:** 5

**Methodological guidance:**

Department: Economics

Faculty of Economics

**Annotation:**

The lectures on the subject "International Investment Projects" are developed in accordance with the general objectives of the specialty "International Business". Structurally it covers both basic general topics in project management and specific problems of investment design. The course is aimed at acquiring knowledge and skills for investment projects, based on students' knowledge acquired from their training in other disciplines. Methods for the management of investment projects associated both with specific development projects as well as case studies. The aim of the course "International investment projects" is to provide students in-depth knowledge of investment projects, learn about basic tools, methods and techniques for project management of investment activity through investment projects and opportunities for their application in modern conditions.

**Course content:**

Investments - nature and types. An investment environment – factors, aspects and opportunities to attract and encourage international investment in Bulgaria. Market analysis, forecasts and business plan prior to the investment process (macro and micro-location, borders, search, SWOT-analysis ...). The investment process - nature, structure and content. The investment climate in Bulgaria. Legal requirements accompanying the investment process. Public-private partnerships - nature, characteristic forms. Funding sources. Investment funds - nature and types. Forms of legal, organizational structuring of investment funds in Bulgaria. Relations between the participants in the investment process - investors, experts, creditor banks, real estate market and others. Investment design - types of projects and requirements. Classifications. Application form. Scope of investment projects and types depending on the purpose, size and location of objects designed and requirements to design solutions. Stages in the investment design. Organization design and implementation of investment project. Selecting the team. Determining baseline characteristics of the investment project - choice of technology, production capacity, production program, options and more. Investors - nature and types. Structuring phases and time course of the investment project. Technical project. Feasibility study and analysis capabilities. Detailed design - scope and content of the individual parts. Permits, contracts, licenses, insurance. Coordination and approval of the investment project (assessment of compliance of EI opinions, water, fire, etc.). Permits for use - built drawings, acceptance and commissioning. Investment in infrastructure projects - megaprojects. Evaluation of projects of environmental, strategic and social terms. Management and control of the investment process. Improving the investment design - recommendations.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

## GLOBAL ECONOMY

**ECTS credits:** 6

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

**Form of assessment:** continuous control and exam

**Type of exam:** written

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course is aimed to transmit to the students the basic knowledge about the contemporary world global economy. The material is selected in accordance with the current workload and specifics of the course, it is presented within a reasonable compromise between the theoretical and practical application information. Educational content covers interstate comparative, international and institutional features of the global economy and international relations speedier and common view among basic scientific concepts for their future. The developed rich text material, case studies and questions aim at strengthening received as part of the course knowledge, their further development and real application in practice.

**Contents of the course:**

The process of globalization. Globalization, geopolitics and geoeconomy. The National Economies in the world economy. The Global Economic Cycles. International trade. Comparative price levels. Fiscal models. Bretton-Woods system and its evolution. The World Institution in the finance and economic sphere. The Exchange rates and the International gold and currency reserves. Balance of payments and external debt. Globalization and regionalization. Regionalization in the World Economy. Globalization, Management and the Process of Innovation.

**Teaching and assessment**

The training is in the form of lectures and seminar exercises. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

## EUROPEAN ECONOMY

**ECTS credits:** 5**Form of assessment:** continuous control and exam**Semester:** 3**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to introduce students to the basic problems of European economic integration and the formation of a single European economy. Emphasis is placed on the stages of European economic integration, on the advantages and problems in the formation and strengthening of the single European Economic Area; the formation and powers of the main European institutions; the formation and development of the Single Market of the European Community; the formation and role of the Unified Economic and Monetary Union; on common EU policies. Discussed are also the international economic and trade relations of the EU, its role as a major factor in the world economy. There are discussed issues related to EU enlargement and the difficulties of the new countries in their adaptation to the requirements and standards of the Single European Economic Community.

**Contents of the course:**

Assumptions, conditions and development of European economic integration in the second half of the twentieth century. Structure and main EU institutions. European world in its historical development - a world of pluralism and competition. Ideas and opinions about European integration over the centuries. Prerequisites and conditions for European economic integration after World War II. The main stages of European economic integration. Structure and main EU institutions. General economic policy. The common commercial policy. Total monetary and financial policies of the EEC and the EU. Structural policies. Common policies in the fields of energy, industry and transport. Overall environmental policy. General educational policy. The three pillars of EU - internal unity and place the union in world politics. The three pillars of the European Community - nature and structure. EU - a major factor in international relations.

**Teaching and assessment**

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

## DUTIES AND CUSTOMS POLICY OF THE EUROPEAN UNION

**ECTS credits:** 6**Form of assessment:** continuous control and exam**Semester:** 3**Methodological guidance:****Hours per week:** 31 +0s**Type of exam:** written**Hours per week:** 31 +1s**Type of exam:** written

Department of Economics  
Faculty of Economics

**Annotation:**

The course aims to provide the basic knowledge in the field of customs policy in support of the policy of the foreign trade union, also to protect the safety and health of EU citizens. The material is aimed at this within the number of hours to present the main forms of customs policy pursued by tariffs and customs controls applied in the European customs union.

**Contents of the course:**

Essence of tariffs as an instrument of customs policy. Nature and objectives of the European customs politikai as part of European foreign policy. European Customs Union. Common customs policy. Customs policy in foreign trade of the EU in industrial goods. Customs policy in foreign trade of EU agricultural products goods. Customs policy in foreign trade of EU goods intellectual property. Customs policy in foreign trade of the EU to protect the safety and health of EU citizens. The principle of freedom of trade and modern customs policy. European Customs Tariff "Tariq" and shared information system "Intrastat". International customs agreements and participation of the EU in them. Tariff preferences granted by the EU to individual countries, groups of countries and region. Customs policy to protect the economic interests of the EU. System and organization of customs controls in the EU. Customs laws and customs requirements and procedures relating to its compliance and enforcement of effective customs control.

**Teaching and assessment**

Training is in the form of lectures and seminar exercises. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

## TAX POLICY IN THE EU

**ECTS credits: 5**

**Form of assessment:** continuous control and exam

**Semester: 3**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to familiarize students with the fundamentals of the theory of finance and taxation in the context of the theory of social welfare, economic growth and sustainable funding, and the most important institutional foundations of public finances. The course contains information about the tax systems of individual countries, as well as information about the sources structuring the collective EU budget.

**Contents of the course:**

History of taxation . Characteristics of different types of taxation in the EU. Classic theories of taxation. Modern theory of optimal taxation. Keynesian theories of taxation. Theories of direct and indirect taxes. Supply-side economics and the Laffer curve. Theory of the Flat Tax. Fiscal theory of price level. Inter-temporal and international aspects of taxation

**Teaching and assessment:**

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

## REGIONAL COOPERATION AND INTEGRATION

**ECTS credits: 4**

**Form of assessment:** continuous control and exam

**Semester: 3**

**Methodological guidance:**

Department: Economics

Faculty of Economics

**Annotation:**

The goal of this course of study is to introduce the students to the main issues of Regional economic cooperation and integration and the establishment of common policy for economic development in particular region. We put the stress on the necessity of stronger regional economic co-operation and opportunities for regional economic integration, on the advantages and disadvantages when forming a common economic conception for the region

**Hours per week: 31 +0s**

**Type of exam: written**

**Hours per week: 31 +0s**

**Type of exam: written**

and an eventual common economic space; also on forming and competencies of eventual common economic institutions; on forming and development of Common Market in the region; on forming united structure; on the common economic policies in the region. The possibilities for common decisions and international economic and trade connections are also discussed. As well as the problems and difficulties of one common economic policy in the region, related to traditional differences and conflicts of the countries, situated in the region.

**Contents of the course:**

Ideas and examples of Regional Economic Integration in the past. Economic and Trade co-operation in the Antiquity and the Middle Ages. Economic co-operation in the Age of General Transformation. The attempts for forceful integration of Europe in Modern and Contemporary history. Ideas and conceptions for European integration. The regional policy of EEC and EU- Committee of the Regions, European Regional Fund. Main regions of economic co-operation of EEC. Regions, Regional Co-operation and Economic Integration in the contemporary global world economy. The Example of EEC and the Establishment of the first regional economic communities in the rest of the world. Organizations for Economic Co-operation and Integration in the second part of the XX-th cent. and the beginning of the XXI-st century. Regional Economic Unions in the world from the end of the XX-th cent. and the beginning of the XXI-st century. EEC and EU and some other economic unions in the world – opportunities for expanding the co-operation. Opportunities for Regional Economic Co-operation and Integration in the Balkans region, the regions of the Black sea and Eastern Mediterranean. Opportunities and Initiatives for Regional Economic Co-operation and Integration in the region of South- Eastern Europe. Bulgaria and Balkans Region- the opportunities for co-operation and integration.

**Teaching and assessment**

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

## FUNDS OF EUROPEAN UNION

**ECTS credits: 4**

**Form of assessment:** continuous control and exam

**Semester: 3**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Course "EU Funds" aims to provide the students with basic knowledge on financial policies supporting the development of EU integration and cohesion within the Union and achievement of its goals. As well to introduce the students to the distribution objectives and policies implemented through European funds from their volume in planning periods. The material is aimed at within workload to provide the basic mechanisms and the spread of the European public finances separated in funds and programs and the utilization of these funds through projects and on a national level.

**Contents of the course:**

History of European funds. European integration: European policies and their financial instruments. Legal and institutional framework of EU funds. European budget and its structure. Distribution of European budget policies, funds and programs. Allocation of budget European countries. Planning periods for realization of objectives Funds and Programs. Social Fund. Regional Fund. Cohesion Fund. Fond Guidance and Guarantee Agricultural. Other Funds. Mechanism of release and absorption of EU funds for individual countries. Protseduri validation and implementation of projects with resources from EU funds. Financial control of financial resources from the EU funds.

**Teaching and assessment**

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

## INTERNATIONAL CULTURAL COOPERATION

**ECTS credits: 4**

**Form of assessment:** continuous control and exam

**Semester: 3**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Hours per week: 31 +0s**

**Type of exam: written**

**Hours per week: 31 +0s**

**Type of exam: written**

**Annotation:**

The discipline “International cultural cooperation” has the objective to introduce basic knowledge in the field of international cultural cooperation to the students as a part of the state policy in the field of international relations. The teaching material is according to the envisaged teaching hours and the characteristics of the discipline. Materials, cases and practical tasks are developed to confirm the knowledge acquired from the lecture courses, elaborate on it and seek a way to establish it in practice.

**Contents of the course:**

Culture and Economic Theory. Culture as Social System Culture as Economic System. Culture and its characteristics – key components of the process of European integration, based on common values and heritage. Culture – the vital component of international relations. International cultural cooperation and its role for the EU foreign relations as a means to strengthen international cooperation. European Cultural Programme. Cultural diversity and international dialogue. Methods for cooperation in the field of culture. Strategic dilemmas of cultural policy and international cultural cooperation. Culture – part of the main programmes and tools for international cooperation. Character and development of cultural industries and their place in the international cultural cooperation. European programme of culture in the globalizing world. International cultural regulations.

**Teaching and assessment**

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

## INTERNATIONAL BUSINESS ETIQUETTE

**ECTS credits: 4****Hours per week: 31 +0s****Form of assessment:** continuous control and exam**Type of exam:** written**Semester: 3****Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The lecture course systematically presents the knowledge on international business etiquette. This discipline has the purpose to providing systematic knowledge on the main issues of modern stage business communication and business etiquette. The materials were selected to comply with the envisaged number of teaching hours and the specifics of the discipline. The objective is to clarify the main issues related to the character of interpersonal relationships and the skill to effectively communicate, verbal and non-verbal communication, the skill of negotiating, business ethics, approaches and methods for their implementation and the theoretical discussions, related to that. The requirements of national and international standards are considered in the interpretation of these issues. This course is thematically connected with the following disciplines: Public relations, management basis, organizational behaviour and other disciplines connected with business communications. Texts, cases and practical tasks are developed to confirm the knowledge acquired from the lecture courses, elaborate on it and seek a way to establish it in practice.

**Contents of the course:**

Subject and method of the International Business Etiquette Science. Cultural diversity and international dialogue. Culture – the vital element of international relations. Character and importance of business communications and international business etiquette. Intra-organizational contacts and communications. Contact methods. Verbal communications. Non-verbal communications. International business etiquette requirements. The skill of winning negotiations. Intuition – intellectual skill in conducting negotiations and business communications. Business ethics and company culture. Company culture. Business relation rules and etiquette. Peculiarities of business contacts with foreign partners. Business receptions and business etiquette. Communication problems in business etiquette. Business professional behaviour code and ethics. Process and rules of communications in business contacts. European cultural programme for globalizing world. International cultural relations.

**Teaching and assessment**

The training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

## EUROPEAN BANKING SYSTEM

**ECTS credits: 4****Hours per week: 31 +0s****Form of assessment:** continuous control and exam**Type of exam:** written**Semester: 3**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course "European banking system" aims to familiarize students with the fundamentals of the theory of European economic integration and the most important institutional dimensions of the European Union, the history and legal foundations of the EU's banking system. Students will get acquainted with the peculiarities of the banking systems of most large member states. The material is selected in accordance with the prescribed workload and specifics of the program and within a reasonable compromise between the theoretical and empirical material is given priority to the relationship between economic theory and actual market behavior of financial and non-financial institutions, governments, central banks and the EU institutions. Therefore, some topics are considered, such that are not included in the curricula of international economic relations concerning the other economic subjects.

**Contents of the course:**

Foundations of the West European economic and political integration. Problems of developing a single market for banking services. Types of financial banking systems in the EU. European Investment Bank. Payment systems and banking supervision in the EU. Banking System of Great Britain. German banking system. Banking systems of France and Italy. Banking systems of small countries in the EU. Theory of optimum currency area, eurozone. Emergence of the theory of optimum currency areas - Robert Mundell. Replacement of the regulating role of the exchange rate with the free movement of capital and labor. Other variants of the theory of optimum currency areas. Role of internal and external shocks. Problems of the EU single market. Collectively regulate the single market in financial services in the EU. Main directives of the European Commission in the financial markets. Maastricht convergence criteria, euro area. Integration of European stock exchanges. Currency stability and monetary "snake". The "Werner" plan. The creation of the single European market. The "Delors" plan. Stages of the creation of the euro area. The ECB and the European System of Central Banks, the ECB's functions.

**Teaching and assessment**

The training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

## INNOVATIONS AND INNOVATIVE POLICY

**ECTS credits: 3**

**Form of assessment:** continuous control and exam

**Semester: 4**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The discipline "Innovations and Innovation Policy" has the objective to introduce basic knowledge in the field of innovations and innovation policy to the students. Innovation activity cannot be regarded independently from the remaining processes, both on macroeconomic and microeconomic levels, and in the context of the area of European research development. The objective of this discipline is students to have systematic knowledge and develop skills in this exceptionally important field of modern economics. The application of integrated approach to innovations, specific economic characteristics, strategies for implementation of innovation work, innovation activities and barriers to innovations, the European practices in innovation work and others are analyzed.

**Contents of the course:**

Introduction, purpose and objectives of the subject. The successful management of innovation and innovation policy - a strategic task in current economic conditions. Innovation - central problem of strategies and policy development of the modern economy. Contemporary meaning and content. Role of innovation and innovation policy in entrepreneurial activity. Innovative process. Stages of the innovation process. Classifications innovation. Sign of classification - type innovations. Strategies for implementing innovation. Innovative strategies of the company. Key strategies for product innovation. Key strategies for technological and organizational innovation management. Venture capital. Innovation networks - a new paradigm for creation and diffusion of knowledge and innovation. Innovation networks and position of the company. Creation of technological knowledge in the economic process. Smart grids and innovation. Cultural characteristics of the environment. Characteristics of the innovator. Innovation activity and barriers to innovation. Overcoming barriers to innovation. Information needs and innovative processes "new economy". Innovation and intellectual property. International cooperation in the field of intellectual property. Copyright and related rights. Industrial

**Hours per week: 31 +0s**

**Type of exam:** written



intellectual property. Patents and related concepts. Industrial designs, trademarks and geographical indications. Licensing and technology transfer. New developments in intellectual property. Management of innovation and trends in innovation. The innovation manager and implementation of corporate behavior. Culture of innovation and innovation policy. Innovation activity and the most significant barriers to innovation in Bulgaria. Building an innovation infrastructure in Bulgaria. Technology centers, business incubators and technology parks. Development of ERA. Technology transfer. European strategy to overcome barriers to innovation in Europe. Innovative programs of the European Union.

#### **Teaching and assessment**

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

### **INTERNATIONAL COMPETATIVE POWER**

**ECTS credits:** 3

**Hours per week:** 31 +0s

**Form of assessment:** continuous control and exam

**Type of exam:** written

**Semester:** 4

#### **Methodological guidance:**

Department of Economics

Faculty of Economics

#### **Annotation:**

The lectures in this course structurally covers both basic common problems presenting one side of the international markets and specific problems of the factors determining the level of its foreign trade strategy of the modern rivalry, and the chances of Bulgarian export products to get recognition in the European economic Area. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. Developed rich text material, case studies and practical tasks aim to consolidate received as part of the course knowledge to develop and seek their actual application in practice.

#### **Contents of the course:**

Conceptual views on international competitiveness. Impact of foreign trade on economic growth. Effect of foreign direct investment (FDI) on competitiveness. Instruments for measuring international competitiveness. Attractiveness and competitiveness. Patterns and dependencies. National competitiveness in terms of European integration. Presentation of Bulgaria in the process of transformation. Determinants of national production. Factor conditions. Pyramid competitiveness. Factors to enhance international competitiveness. Index of Economic Freedom. Business conditions. Macroeconomic and corporate competitiveness. Lagging sectors in the Bulgarian economy. Successful and problem areas. Monitoring system for international competitiveness.

#### **Teaching and assessment**

Training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

### **INTERNATIONAL PROJECTS MANAGEMENT**

**ECTS credits:** 3

**Hours per week:** 31 +0s

**Form of assessment:** continuous control and exam

**Type of exam:** written

**Semester:** 4

#### **Methodological guidance:**

Department of Economics

Faculty of Economics

#### **Annotation:**

The lectures in this course structurally cover both basic characteristics of the projects within the EU and other international organizations and specific problems of their management within individual firms and companies. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between theoretical and applied material giving priority to the practical side of the issue topics. Developed rich text material, case studies and practical tasks aim to consolidate received as part of the course knowledge to develop and seek their actual application in practice. The aim of the course is to provide students with extensive knowledge in the development and approach to winning these projects and in the utilization and implementation of the funds received by acquainted with the basic methods of the international and European project management and the possibilities for their application in today's economic conditions.

#### **Contents of the course:**

Management of international projects. Basics. International Project Management and coordination of operations. Structured approach for managing international projects. Main objectives. Key processes. Organizing the management of international projects. Issues of corporate cultures. Construction of information systems for management of international projects. International standards for project management. Strategic, resource and personnel requirements. Donors international projects with Bulgarian participation - the World Bank, United States Agency for International Development, the EU and others. Features of the approach. Quality management implementation. Risk Management. Management of funds. Models cost accounting project. Security information management projects.

#### **Teaching and assessment**

The training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

### **INTERNATIONAL DIVISION OF LABOR**

**ECTS credits: 3**

**Form of assessment:** continuous control and exam

**Semester: 4**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide the students with basic knowledge of international division of labor and special problems in the theory and practice of contemporary international division of labor /MRD/. The material is aimed at this within the number of hours to present the main theoretical ideas and models of contemporary international division of labor and the practical deployment of MRD in the modern world, and the main issues and trends in this process. Within the course provides basic theoretical models and statistics highlighting the development processes of MRD, supported by study and case studies and tasks in these models and statistical data in the context of seminars and extracurricular work.

**Contents of the course:**

Essence of the international division of labor. Comparative advantage and international division of labor. General characteristics of scientific theories about the international division of labor. Classical theories of international division of labor. A. Smith, D. Ricardo. Neoclassical theory of international division of labor Eli Heckscher and Bertil Ohlin. Basic investigations and criticism of the neoclassical theory of international division of labor. Neotechnologies theories of international division of labor. "New theory" of international division of labor. Determinants founding of the international division of labor and the development of international specialization. Processes and trends. Transnational companies in today's international division of labor

The basic processes and trends of the industry in the current MRT. The agricultural sector in the context of contemporary international division of labor. The main developments and trends in the development of the agricultural sector in the current MRT. The services sector in the modern division of labor. Intensity and depth of involvement of individual countries and regions in the international division of labor. Prospects of the international division of labor in the modern economic development.

**Teaching and assessment**

The training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

### **SUSTAINABLE DEVELOPMENT**

**ECTS credits: 3**

**Form of assessment:** continuous control and exam

**Semester: 4**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to introduce students to the theory of sustainable development, as well as the most important international agreements in this field, focusing on the position of Emropeyskiya Union in the field of sustainable development as a global socio-economic problem. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between the theoretical and empirical

**Hours per week: 31 +0s**

**Type of exam: written**

**Hours per week: 31 +0s**

**Type of exam: written**

material gives priority to the relationship between economic theory and the actual market behavior of financial and non-financial institutions, governments, central banks and international institutions including. EU institutions. To this end, consider some topics that are not included in the curricula of International Economic Relations of other economic subjects.

**Contents of the course:**

Economic development and environment - history. Traditional macroeconomic theory and sustainable development. The concept of sustainable development. Criticism of the concept of sustainable development. Strategic Sustainable Development. Problems of sustainable development related to energy. EU policy on the environment. Global problems and developing countries. Corporate Sustainability. The concept of cleaner production. Sustainable development, history, principles matter. Concept of sustainable development. Economic growth and sustainable development. Criticism of the concept of sustainable development. EU policy voblastta sustainable development. Corporate sustainability. Strategy chistoproizvodstvo Global problems in the energy sector. Strategic Sustainable Development.

**Teaching and assessment:**

The training is in the form of lectures. The training ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

## INTERNATIONAL CAPITAL MARKETS

**ECTS credits: 3**

**Form of assessment:** continuous control and exam

**Semester: 4**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course "International Capital Markets" aims to establish a theoretical basis for understanding the problems associated with international financial institutions (banks, investment funds, international financial organizations, transnational corporations, etc.), the role of international capital flows and the impact the government and international regulation. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between the theoretical and empirical material gives priority to the relationship between economic theory and practical requirements related to the behavior of firms, consumers and macroeconomic processes in the economy. To this end, some topics are considered that are not included in the curricula of microeconomics for other economic subjects.

**Contents of the course:**

The international currency and financial system as a link between national economies in international markets. Open economies, internal and external balance. Restrictions and liberalization: implications for the external balance and fiscal-monetary policy. The international financial institutions and capital movements. The role of national and collective currencies. Exchange rates and currency markets. International money markets, international liquidity. International capital markets and stock exchanges. Monetary and fiscal policy in open economies. Theories of international money and capital markets. Macroeconomic theories for countries with open economies. Currency areas, the euro zone, ECB. IBRD, EBRD, EIB and other international investment banks. Globalization of capital movements. Problems of Bulgaria's accession to the euro zone. Role and importance of the international movement of capital, information on the movement of capital flows, ensuring the stability of the international monetary-financial system. Liberalization of the international movement of capitalization requirements of the IMF, WTO, EU, IBRD, EBRD and other international institutions. Principle of conditionality of the IMF, the main credit facilities of the IMF and the basic agreements between the IMF and Bulgaria. International money markets, international liquidity, major international centers of trade in short-term resources, the IMF and the international liquidity. Exchanges of international importance, role of exchanges and electronic trading systems to the international movement of capital, features the single market for financial services in the EU directives role of the European Commission. International currency markets, exchange rates and movement of capitalization evolution of IMF policies. Key strategies in IBRD in the field of economic development, basic loans to IBRD for Bulgaria, analytical reports IBRD for Bulgaria. Euro currency and markets a connection between the Euro market and restrictions on the movement of capital.

**Teaching and assessment:**

The training is in the form of lectures. The course ends with exam. The practice and the individual work is priority in teaching. During the seminars and the continuous control the knowledge, the skills and the competences are estimated, as the results obtained from the tasks and the tests are of a serious importance.

**Hours per week: 31+0s**

**Type of exam: written**

## INTERNATIONAL LOGISTICS

**ECTS credits: 3**

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

**Semester: 4**

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The curriculum of "International Logistics" aims to further expand and deepen students' knowledge of subject matter offered to students in the fundamental course in the basics of marketing. It is one of the essential elements of marketing sales, of high application value, because it covers the issues of the organization and management of the marketing of company products. The following teaching principle is followed - first the essence is studied, the nature and evolution of the process of selling and its place in the marketing concept of the company and on this basis are considered management and the sales organization, the application of modern methods and tools of distribution, business (marketing) logistics etc.

**Course content:**

Nature and evolution of selling. Selling and marketing. Personal sales. The role of vendors for business. Types of sellers (wholesalers, retailers, affiliates, etc.). Classification of sales. Specificity of international economic transactions (transactions for international sales, etc.). HOW TO BUY. Behavior of buyers. Interaction between buyers and sellers. Beginning of the sales process. Prospect and qualify. Preparation for sale. Techniques in the preparation of sales. Making sales. Approach to customers. Offering the sale. Presentation. Techniques to make the sale. Sales tactics. Completion of sales - rules, tips, techniques. Business logistics, marketing, logistics and physical distribution. The role of the sales manager. Management of the sales staff. Management, planning and forecasting of sales. Quoting sales. Manage sales territories. Requirements and changes related to the inclusion of Bulgaria in the internal market of the European Union. Sales organization. Principles. Types of organizational structure of sales. Characteristics of sellers. Recruitment and selection of personnel for sales activities. Training of sales personnel. Payment of the sales staff. Assessment and monitoring of the implementation of sales. Sales promotion. Increasing sales effectiveness.

**Teaching and assessment:**

Teaching is in the form of lectures. The lectures are held in the traditional way, students are introduced consistently with the teaching material. Priority in training is practical and independent work of students. The knowledge, skills and competence are assessed during the seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

**Hours per week: 31 +0s**

**Type of exam: written**