



**SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"**  
**FACULTY OF ECONOMICS**

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## **Department of Economics**

# **ECTS Information package**

## **Major: Economics of the Public Sphere**

### **Educational and qualification degree: Master**

#### **Requirements to the professional qualities and competence of the graduates:**

Through the study of a complex set of subjects, a specialist with quality theoretical and practice-related knowledge and skills will be prepared, such who will be able to fulfill one's professional obligations.

Through the acquisition of this professional qualification, the graduates can manage, prepare expert opinions and be consulted in all departments of the social sphere /education, culture, health, sports, physical education, social activities/, as well as in management institutions in these areas; to conduct studies, aiming to improve or develop economic concepts, theories and methods used to understand and describe the behavior of the local or international markets of goods, services and labor; to give advice or to apply scientific knowledge in making economic policies or to formulate solutions to present or prognosticated economic problem.

#### **The graduates of this master degree program shall be able to work as:**

263 Social Sciences Specialists; 2631 Economists; 26315030 Chief Treasurer; 26316001 Economic Adviser; 26316002 Economic Analyst; 26316003 Specialist, Econometrics; 26316008 Economist, Income and standard of living; 26316009 Economist, Econometrics; 26316012 Economist, Organization and management; 26316014 Economist, Labor Organization; 26316015 Economist, Agriculture; 26316016 Economist, Social care and support; 26316017 Economist, Social insurance; 26316018 Economist, Social Security; 26316019 Economist, Transportation; 26316020 Economist, Labor; 26316021 Economist, Tourism; 26316022 Economist, Trade; 26316023 Economist, Personnel management; 26316024 Economist, Finance; 26316025 Economist, Prices; 26316026 Economist, Planner; 26316027 Economist, Cost-price calculator; 26316028 Economist, Procurement; 26316029 Economist; 26317004 Chief Economist; 1219 Managers in business services and administrative activities; 1213 Managers in policy and strategic planning; 12137043 Manager, Department of Economic Analysis and Forecasting; 12137043 Manager, Strategic Planning; 12137043 Manager affiliate territorial division of NII; 332 Brokers, trading and sales; 333

Business services brokers; 1342 Managers in Healthcare; 1344 Managers of social services; 1345 Managers in education; 1349 Managers in the field of professional services; 143 Managers of other services; 1431 Managers, Sports centers, recreation centers and cultural centers; 1439 Managers of other services; 2310 University lecturers;

- Managers at all levels of management /ministries, institutions and companies/ in the social sphere;

- Managers and deputies at all levels and structures of education, healthcare, culture;

- Specialists /experts/ in all economic units and departments in the structures of that field;

- Experts in the ministries and municipalities on social issues /education, healthcare, culture/.

**Requirements to the training received by the future specialists who graduate the master degree program:**

The specialist with educational degree Master in 'Economics of the Public Sphere' is characterized with high level of organizational, social and economics culture. He obtains broad social and managerial knowledge and skills.

The specialist in 'Economics of the Public Sphere' possesses general skills in the following areas:

- Foundations of microeconomics and macroeconomics, accounting and control, finance, statistics, marketing and advertisement, investment policy, general theory of management, human-resources management, current information techniques and technologies, mathematics;

- Economics of socio-cultural activities, culturology, social policy and social insurance;

- European economic co-operation, financial management, risk management, exchange markets and operations;

- They acquire the ability to integrate their knowledge in order to analyze, assess and offer solutions for the development of a certain branch of the socio-cultural structure or management structure in the area of education, culture and healthcare, in contemporary economic and social aspect.

The qualification characteristics of the 'Economics of the Public Sphere' Major for the educational and qualification degree Master with a professional qualification Master in 'Economics of the Public Sphere' is an essential document which determines the curriculum and syllabus design and development. It is consistent with the Higher Education Act of the Republic of Bulgaria, with the Ordinance on 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

FIELD OF HIGHER EDUCATION: 3. SOCIAL, ECONOMIC AND LAW SCIENCES

PROFESSIONAL FIELD: 3.8. ECONOMICS

MAJOR: Economics of the Public Sphere

EDUCATIONAL AND QUALIFICATION DEGREE: MASTER

PROFESSIONAL QUALIFICATION: MASTER IN Economics of the Public Sphere

FORM OF EDUCATION: REGULAR AND PART-TIME

<b>First year</b>			
<b>First semester</b>	ECTS credits	<b>Second semester</b>	ECTS credits
1. Economics	6.0	1. Management of Human Resources	6.0
2. Finances	6.0	2. Business Planning and Control	6.0
3. Fundamentals of Accountancy	6.0	3. Fundamentals of Marketing	6.0
4. Fundamentals of Law	6.0	4. Fundamentals of Management	6.0
5. Elective course	6.0	5. Elective course	6.0
<b>Elective courses (students choose one course)</b>		<b>Elective courses (students choose one course)</b>	
1. Statistics	6.0	1. Social Policy	6.0
2. Fundamentals of Insurance	6.0	2. Business Ethics	6.0
	Total: 30		Total: 30
<b>Second year</b>			
<b>First semester</b>	ECTS credits	<b>Second semester</b>	ECTS credits
1. Organization and Management of Activities in the Social Sphere	6.0	1. Funding of Projects in the Social Sphere	3.0
2. Complex Analysis of the Social Sphere	6.0	2. Organization and Payment of Labor in the Social Sphere	3.0
3. Legal Regulations in the Social Sphere	6.0	3. Planning, Recruitment and Selection of Human Resources	6.0
4. Social Management	6.0	4. Elective course	3.0
5. Elective course	3.0	State exam or Master Thesis defense	15.0
6. Elective course	3.0	<b>Elective courses (students choose one course)</b>	
<b>Elective courses (students choose two courses)</b>		1. Economics of Knowledge	3.0
1. EU Funds	3.0	2. Public-private Partnership	3.0
2. International Co-operation in the Social Sphere	3.0		
3. Company Ethics	3.0		
4. Company Security	3.0		
	Total: 30		Total: 30

**TOTAL FOR 2 YEARS OF EDUCATION: 120 credits**

**DESCRIPTION OF SUBJECTS**  
**Major: Economics of the Public Sphere**  
**EQD: Master**

**ECONOMICS**

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**Methodical division:**

Department of Economics

Faculty of Economics

**Annotation:**

The course analyzes various aspects of the behavior of economic systems in general, and individual subjects and objects in them on occasion, and depending on the complex and interrelated system on the market in all its originality, complexity and multilayerity. The course aims: to develop in master-students the necessary knowledge on the fundamentals of market economy as a whole and a sense of all the complex internal relationships of subjects and objects in it, to 'economize' their way of thinking as future professionals, public persons and/ or Managers in the economic field, to get acquainted them with the latest level of knowledge and discussion on some issues of theoretical and practical, in a volume, which could be absorbed by them according to the educational level at which they are, allowing them to accumulate 'bridging' knowledge based on the amount of data and facts encountered in their real lives. It should provide them general methodical approach to understanding the complex interconnections and interdependencies of economic theory, because students do not have so far the required common theoretical preparation.

**Course content:**

Introduction to the theoretical economics - subject, scope and objectives. Role and place 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. Investment, government purchases and net exports. International trade relations. Protectionism against free trade. Theories of absolute and comparative advantage. Theorem of Heckscher-Ohlin. Leontief paradox. Customs duties and customs policy. Non-tariff barriers - import and export quotas, government subsidies, dumping, preferential trade agreements.

**Technology for training and assessment:**

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

**FINANCES**

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide students with basic knowledge in the field of financing of different by legal registration companies, the issues of their financial and tax policies, structure and management of the capital and the assets of the company and the effectiveness of investment decisions. The material is selected in accordance

**Number of classes per week:** 21 + 2s

**Type of exam:** written

**Number of classes per week:** 31 + 1s

**Type of exam:** written

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. Developed are rich text material, case studies and practical tasks, which allow students to consolidate their theoretical knowledge and seek its application in practice.

**Course content:**

Money. Public (fiscal) finances. Money and Finance. Origin, evolution and nature of money. General government budget. State budget. Functional and composite structure of the budget. Budget cycle. Fiscal decentralization. Local government. Main functions of local authorities. Administrative and financial autonomy of municipalities. Tax system and policy. Direct property taxes. Direct income taxes. Indirect taxes. Excise duties. Duties and customs policy. Value added tax. Non-tax revenues in the state budget. Social Security. Budget deficit and its financing. Tax and financial control. International public finance.

**Technology for training and assessment:**

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

## FUNDAMENTALS OF LAW

**ECTS credits:** 6

**Number of classes per week:** 3l + 1s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course Fundamentals of Law aim the students to obtain the necessary and obligatory amount of knowledge in the field of legal theory, knowledge on the principles of the public and the private law, personal handling of the terminology of the law, and the development of individual practical skills and habits in the interpretation of law regulations and dealing with them. The curriculum is aligned with similar basic requirements of the European and the national universities for students studying subjects that present the knowledge on law as a prerequisite for their successful training and future practical work.

**Course content:**

Development of the State and the Law. Concept of Law. Sources. Rule. Regulations. Legal facts. Legal relationships. Law subjects. Personality. Representation. Liability. Constitution of the Republic of Bulgaria. Legislative and executive power. Judicial and local government. Civil Law. Marriage. Contract. Criminal law.

**Technology for training and assessment:**

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

## FUNDAMENTALS OF ACCOUNTANCY

**ECTS credits:** 6

**Number of classes per week:** 2l + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide students with detailed knowledge of the theoretical foundations and methodological approaches concerning the recording, processing and preparation of accounting information from the business and its financial statement presentation. In this regard, the main emphasis is on the need for greater knowledge and understanding of the internal logic, structure and content of the various elements of the financial statements, the comprehensive introduction to the mechanisms of the effects of business transactions on the accounting elements that would allow for future economists, analysts and managers to use in their professional activities; structured reporting information whose origin may be scrutinized and evaluated independently for accuracy. The presented material, the illustrative examples, the provided case studies and the practical assignments aim to

reinforce the knowledge acquired during the course by stimulating the need for further expansion on their (students') own and development through actual implementation in practice.

**Course content:**

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.

**Technology for training and assessment:**

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

## STATISTICS

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 1

**Methodical division:**

Department of Economics

Faculty of Economics

**Annotation:**

In the seminars a complex example is displayed. It covers different thematic units decomposed into tasks and subtasks. Special attention is paid to how to obtain statistical characteristics using a PC and PPSP and focus on the interpretation of these features. The course explains the statistical study as an informational process and its' responsible role for provision of information in the management.

**Course content:**

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.

**Technology for training and assessment:**

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

## FUNDAMENTALS OF INSURANCE

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 1

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The objective is the future economists to get acquainted with the content and the importance of the insurance relationships as a specific type of economic relations; with the activity through which these relationships take place and the impact of the state on their strengthening and development. By the overviewing of the kinds of insurances, the prospective financiers and accountants will become oriented and familiarized with the basic problems of insurances, focusing on their essential, unchanging features in time. That will be necessary regardless of which side of the insurance contract will the graduates work on - as experts in insurance company or as experts of its clients.

**Course content:**

Nature, functions and importance of insurance. Types of insurance in Bulgaria, according to the Insurance Act. Personal and property insurance. Life insurance. Characteristics of the main types of life insurance. Insurances. Reversal and conversion of insurance. Insurance 'Accident insurance' and 'medical expenses'. Characteristics of

the main types of insurance 'Accident insurance' and 'medical expenses.' Insurance of buildings and property. Insurance 'Fire and natural disasters' and insurance 'Property Damage'. Objects and subjects of insurance. Risks - covered and uncovered. Liability of the insurer. Insurance rates and premiums. Liquidation of damages. Agricultural Insurance. Characterization of insurance of crops and perennials and insurance pet birds and beehives. 'Casco' insurance of motor vehicles, vessels and aircraft. Key features of insurance. Insurance of goods in transit in international trade ('Cargo' insurance). Risks objects and subjects of insurance. Liability Insurance. Compulsory insurance 'liability' - the drivers and owners of vehicles, passengers in public transport vehicles, the owners of aircraft and vessels, 'Green Card.' Main characteristics. Insurance professional responsibilities - 'Liability of the insurer,' 'Liability of the carrier,' 'Responsibility for product quality', 'Liability for pollution' and 'Responsibility for the quality of tourist services.' Main characteristics. Insurance of bank risks. Insurance: 'bank credit', 'expert credit', 'commodity credit'. Main characteristics. Insurance of financial risks and leasing. Risks - covered and uncovered. Object and subject of insurance. Responsibilities of the insurer. Insurance rates and premiums. Liquidation of damages. Income and expenses of insurance companies. Classification of income and expenses. Reserves and tax insurance companies. Sales and marketing strategies in insurance.

**Technology for training and assessment:**

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

## MANAGEMENT OF HUMAN RESOURCES

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Students will become familiar with current theories, practical approaches and tools for human resources management. During the course of 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 be able to differentiate the specifics in the methodology and technology for application to various systems, programs and tools. Special attention will be given to motivation and mobility. You 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 content:**

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 newcomers. System Evaluation and attestation. Labor productivity and payment system. System of safe and healthy working conditions.

**Technology for training and assessment:**

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

## BUSINESS PLANNING AND CONTROL

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics  
Faculty of Economics

**Annotation:**

The training program includes several topics dealing with basic methodological and methodical problems in prospective studies - questions of theory and practice of forecasting, programming and design approaches, methods and indicators for planning. To reveal the nature and content of the corporate planning process that brings the principles of corporate planning and performance of various plans, including business plans. Consistent approaches are considered, performance and technology in planning various activities. Special attention is given to management consulting in planning. Emphasis 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 the issues affecting the organization, regulation and control are discussed. Multidimensional effects is justified by the application of the controlling concept. The aim of the course is to equip students with knowledge and skills in the taught material and to raise their clear vision and conviction that business planning and control as key management functions require the possession of modern culture and planned capacity for reasoned definition of business goals, objectives, effective strategies and tactical tools.

**Course content:**

Theoretical foundations and methodological approaches tools for future developments. Pre-plan developments and methods of their preparation. Macroeconomic forecasts, balance sheets, plans and programs. Nature, characteristics and products of the company planning process. Strategic Planning - prerequisites, scope, tasks and technology. Corporate strategies and strategic programs. Marketing, innovation and investment planning. Production Program and productive capacity. Infrastructure planning activities. Planning costs for labor and finance. Current and operational planning. Monitoring and Controlling.

**Technology for training and assessment:**

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

## FUNDAMENTALS OF MARKETING

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course is designed to meet the needs of the students of knowledge on the economic methods of management in a market economy conditions. In the training process sufficient information will be received on methods and approaches how to solve properly the problems of production and marketing of the company products, how to adapt quickly to the needs and market changes, why to differentiate for potential customers and others. The course is consistent with the current workload, it allows to learn the nature, role, means and marketing opportunities.

**Course content:**

Nature, characteristics and structure of marketing activities. Occurrence, role and concepts of marketing. Marketing environment. Methodological and information support and application of marketing research. Marketing programs. Market research and consumer needs. Organization and management of marketing activities. Marketing strategies. Market segmentation and positioning of the products. Marketing services. Goods as a marketing tool. Distribution as a marketing tool. Prices as a marketing tool. Penetration catalogue as a marketing tool. Planning and control of marketing activities.

**Technology for training and assessment:**

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

## FUNDAMENTALS OF MANAGEMENT

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s



**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Emphasis is placed on theory, combined with its practical-applicable character and the difference between the experience of the world's leading companies and our management practice. The course corresponds most closely with private management sciences such as Personal Management, Production Management, Innovation Management etc., as well as with the disciplines: Marketing, Macro- and Microeconomics.

**Course content:**

Nature of management. Historical Review. Major schools and trends. Comparative analysis between American, Western European and Japanese schools of management. Strategic management. Nature and types of strategies. External environment - nature, indicators. Algorithm and development of strategy. Strategy, goals and mission of the company. Company culture. Strategic Planning - nature, steps, algorithm. Methods for strategic analysis. Matrix of the Boston consulting group, matrix of General Electric. Diversification and competitive strategy, building governance structures. Types of DS. Recommendations for their construction. Mechanism and making management decisions. Expert evaluations. Group decision making. Personnel Policy of the firm. Nature and forms. Motivation, incentives and needs. Maslow's Pyramid. Labor disputes. Nature of leadership. Management styles. Leadership and power. Characteristics of the manager.

**Technology for training and assessment:**

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

## SOCIAL POLICY

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodical division:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide systematic knowledge about the basic issues of social policy and social insurance. The aim is to clarify the basic issues related to the nature of social policy approaches and methods for its implementation, as well as related theoretical discussions. Significant emphasis is placed on: the problems of human rights, the role of government and business in social policy, standard of living, income policy, employment, social policy work, social policy on health, education and lifestyle, social policy for people with deviated behavior, social policy in the risk groups, etc. Social policy of municipalities. Pension, health and other types of insurance. In interpreting these problems, into account are taken the impact of the transition and the requirements of national, international, and especially the European law.

**Course content:**

Subject and method of the science of Social Policy. Demographic processes and population policy. Human rights and social policy. Lifestyle. The State and Social Policy. Social policy in transition. Social issues of economic destabilization. Corporate social responsibility. Conflicts in the social policy.

**Technology of training and assessment:**

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

## BUSINESS ETHICS

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 2

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The aim of the course is to get acquainted the students with the contemporary issues of communication and ethics in relationships, with their social and situational determinants, as well as to contribute to the practical implementation of ethical standards and achieve higher culture of communication. In the study of the discipline, students will get acquainted with the latest research and theoretical searches of the world-known specialists in business ethics. The goal is the acquired knowledge to cultivate abilities for analytical and critical perception of conflicts in business as ethical dilemmas and for students to develop skills for moral reasoning in choosing a morally acceptable behavior.

**Course content:**

The ethics as a science. Nature. Purpose and tasks. Basic ethical categories. The nature of morality. The ethics of the 20-th century. Major issues and trends of contemporary ethics. Moral challenges of modern times. Organizational management and ethics. Ethics in managing the human factor and interpersonal relationships within the organization. Ethics in management of labor and environment of the company. Applied Ethics. Cultural and theoretical prerequisites for the formulation of business ethics. The nature and structure of business ethics. Ethics and business. Ethical standards and moral responsibility in business. Ethical principles in business. Application of ethical principles to managerial practice. Morality in a Market Economy. Moral of the Bulgarian entrepreneur. Moral aspects of the company. Competition and relationship with customers. Ethical behavior in business organization. Moral conflicts in business and their resolution. Ethical issues of integrity and autonomy of the company. Management of company policy and morality. Ethical codes in the professions and business. Code of Ethics and its role in the management of the company. Culture of communication. Ethics of advertising.

**Technology for training and assessment:**

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

## **ORGANISATION AND MANAGEMENT OF ACTIVITIES IN THE SOCIAL SPHERE**

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course belongs to the fundamental unit of knowledge and skills, providing a significant part of the overall preparation, that students need for better understanding and utilization of economic and management courses. The course is concretization of the objective necessity of research and identification of the impact of changes in all spheres on the system of social and cultural activities as a result of the transition to a market economy. Studying the discipline, students will obtain knowledge of the theory of organization and management of socio-cultural activities, of the major changes in building organizational-managerial structures of management of the socio-cultural-activities-system. Attention is focused on: the defining characteristic of the management of socio-cultural activities, the main management functions, principles, methods and management approaches in the field of socio-cultural activities, characteristics of the system and its operation, classification of the system.

**Course content:**

Organization and management of socio-cultural activities. Basic management functions in the field of socio-cultural activities. System and its operation. Terminology - details of the sphere of socio-cultural activities. Key properties of the system of socio-cultural activities. Elements, components, connections, interactions, behavior, structure of the system of socio-cultural activities. Reverse informational links of the system of socio-cultural activities. Scheme. Types of feedback. Classification of the system. Analysis of the system of social and cultural activities and its determination depending on the theoretical principles of systems classification. Management principles in the field of socio-cultural activities. Freedom of action. Market orientation and strategy. Alternativeness in decision making. Compulsoriness of the decisions taken. Giving orders and responsibility. Effectiveness of the management. Methods of management of socio-cultural activities. Organizational-disposing methods for managing socio-cultural activities. Modern /contemporary/ methods of organization and management of socio-cultural activities. Principles of managing. Management approaches to organization and management of socio-cultural activities. Program-targeted and integrated approach to the organization and management of socio-cultural activities. Sectorial, functional and territorial approach to the organization and

**Number of classes per week:** 21 + 2s

**Type of exam:** written

management of socio-cultural activities. Management decision. Stages in the development of quality management decisions. Types of decisions. Making quality management decisions in the system of socio-cultural activities. Management technologies.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. Seminars on the subject follow the taught material, the goal is to impart practical, with a view to acquiring skills in students to apply acquired knowledge, using them in a conditional set of situations that meet specific conditions. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## COMPLEX ANALYSIS OF THE SOCIAL SPHERE

**ECTS credits:** 6

**Number of classes per week:** 31 + 1s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

In order to take effective decisions about any level of government, a comprehensive analysis of the status, establishing the causes of difficulties in the system, finding new sources and reserves is needed. The object of the course is a set of principles, methods, and techniques for comprehensive study of the activities of the units in the socio-cultural systems. Creating and implementing a system of criteria and indicators and their usage in practice is an essential part of the training. Methodology for complex analysis and application of modern techniques such as taxonomy, mathematical, statistical, and statistical-economical and others, is also a subject of the discipline. Students will become acquainted with the indicators reflecting the level of organizational-managerial, economic, demographic and other conditions of the system, with the analysis of material, human and financial resources, with the volume of activities and their characteristic parameters, with the cost of maintenance per unit of service, the reproduction of fixed assets, the amount of conducted activities, the final results and effectiveness.

**Course content:**

Course introduction. Subject, methods, content, connection to other disciplines. Introduction to categorial apparatus. Guidelines for handling information and reference sources. Characterization of complex analysis. Defining the objectives, methods, information sources, set of indicators, pattern of their mutual relations, methods of analysis, method of data processing, evaluation and use of the analysis results. System of criteria and indicators. Principles of construction, interconnection, calculation of indicators. Clarification of concepts such as a criterion, index, total and universal criterion. Classification of criteria and indicators. Summarizing and private criteria and indicators. Territorial aspects of criteria and indicators. Summarizing criteria and indicators. Ability of the territorial system to satisfy the population, to provide the necessary conditions / number of places in kindergartens, schools, universities, hospitals, cinemas, theaters, halls, etc. Absolute number of served, number of units, buildings, coefficients of covered or ability for admission, coefficients regarding the quality of the service provided, coefficients for the assessment of outcomes of the system, of non-fulfillment, etc. Coefficients for comparison, change of shifts, morbidity, occupied seats in cinemas, theaters, etc. Compliance of the system and its structure to the needs of territorial systems. Degree of consolidation and concentration of the units of socio-cultural systems in the individual territorial structures. Indicators. Level of concentration. Providing the system with material-technical resources. Providing the system with human resources. Providing with financial resources. Block diagrams of binding parameters and criteria. Determining the level of development and analysis of territorial structures of SCA using mathematical methods.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. Seminars on the subject follow the taught material, the goal is to impart practical, with a view to acquiring skills in students to apply acquired knowledge, using them in a conditional set of situations that meet specific conditions. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## LEGAL-NORMATIVE REGULATION IN THE SOCIAL SPHERE

**ECTS credits:** 6

**Number of classes per week:** 21 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

By the course Legal-Normative Regulation of healthcare and culture, education, sport and physical education, students have the opportunity to obtain knowledge on the specific content and the characteristics of the main legal categories in the sectors of the public sphere - legal norms, legal relations, legal entities, legal acts, and legal liability. An essential part of the course is the study of fundamental legal acts and their application in the social sphere. The aim of the course is to familiarize the students more thoroughly and specifically to the content and operation of the main legal acts regulating the legal relations that arise in the health care system, culture, education, physical education and sport. To develop skills in the proper interpretation and enforcement of these basic laws.

**Course content:**

Subject, method of regulation and sources of legal-normative regulation in the social sphere /LNRSS/. Legal norms - nature and types. System of law relations – structure. Subjects of law in the system of the social sphere. Legal acts in LNRSS - system and types. Legal liability - definition, types, reasons. Legal-normative regulation in education. Legal-normative regulation in physical education and sport. Legal-normative regulation in healthcare. Legal-normative regulation in culture. Legal-normative bases of the organization of labor and wages in the social sphere. Legal-normative regulation for the establishment and operation of private structures. Legal-normative regulation for professional qualification of personnel in the social sphere. Origin, amendment and termination of labor and officinary legal business relations in the social sphere.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. Seminars on the subject follow the taught material, the goal is to impart practical, with a view to acquiring skills in students to apply acquired knowledge, using them in a conditional set of situations that meet specific conditions. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## SOCIAL MANAGEMENT

**ECTS credits:** 6

**Number of classes per week:** 31 + 1s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Social management studies a sustainable area of the human activity, the social sphere, connected with the reproduction of human life and space for the implementation of the social functions of the society and institutions from the perspective of the organized labor and management. This area of the state management, scientific, educational, employment and business activity related to the creation and delivery of social services is dedicated both to the learning and understanding of the reasons, as well as to the structure and dynamics of the individual and group behavior at work as well as its real management. The organizations in the social sphere are a number of systems and activities that bring together human and material resources that require management. Behavior of individuals and groups of people, who run organizations, or work for them, is largely unpredictable as at its foundation lie complex and interacting causes: individual characteristics, needs and interests, values, motivations, attitudes, etc. At the same time, this behavior should be studied, understood and managed, because labor occupies the most important place in every person's life, because there is no more important factor for the success of an organization, than its people, and because the prosperity of any society depends on the efficient functioning of the organization. The study of the general range of social activities and systems provides comprehensive vision, reveals the integral links between them. On this basis it is best each one to be studied separately and one of the shortages in management to be overcome - differentiation and separation of different social activities and systems, and considering them Justas regulations.

**Course content:**

Management as a social activity. Historical overview of the development of the management science. Theoretical foundations of the social management. Basic functions of the social management. Strategic management. Strategic planning. Competitive strategy. Types of motivation at work - attitude, commitment,

empathy. Personnel policy. Quality management. Nature of management. Management styles. Formal groups and structures. Informal groups and structures. Informal organization. The manager and the workforce. Management decisions. Demographic policy. Education and professional development. Employment. Income. Social Security. Social assistance. Conflicts. Types of conflicts. Conflict situation. Strategies for conflict management. Leadership, nature and distinctions. Concepts of management and leadership. Quality of labor life. Stress and its management. Group dynamics. Group as an effective team. Change Management. Institutions of the social management.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. Seminars on the subject follow the taught material, the goal is to impart practical, with a view to acquiring skills in students to apply acquired knowledge, using them in a conditional set of situations that meet specific conditions. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## EU FUNDS

**ECTS credits:** 3

**Number of classes per week:** 21 + 0s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course aims to provide students with basic knowledge of the financial policies of EU, which support the development of integration and cohesion in the Union and the achievement of its goals. It is also a way to introduce them to the distribution, the objectives and the policies, implemented through European funds in their volume and planning periods. The material is directed so that within the planned lectures the main mechanisms of distribution of European public finances will be presented with regard to the individual funds and programs and the utilization of these funds through national projects.

**Course content:**

History of EU funds. European Integration: European policies and their instruments. Legal and institutional framework of the EU funds. The European budget and its structure. Distribution of EU budget policies, funds and programs. Distribution of EU budget by country. The planning period for realization of the objectives funds and programs. Social Fund. Regional Fund. Cohesion Fund. Agricultural Guidance and Guarantee agriculture. Other EU funds. Mechanism of allocation and utilization of EU funds for individual countries. Procedures for approval and implementation of projects with funds from the EU funds. Financial control over financial resources from the EU funds.

**Technology for training and assessment:**

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

## INTERNATIONAL CO-OPERATION IN THE SOCIAL SPHERE

**ECTS credits:** 3

**Number of classes per week:** 21 + 0s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course has been prepared as a specialized information about the international cooperation in SCS. The goal is the students: (1) to acquire theoretical knowledge of the main areas of cooperation in the area of SCS; (2) to know the specific needs of technical assistance of the Member States of the European Union. The course is oriented towards training those students who wish to realize themselves in the field of international cooperation in the SCS.

**Course content:**

Identification and assessment of the potential areas for the development of the economy of the socio-cultural sphere in the context of bilateral and multilateral cooperation. Construction of specific frames for a long-term development of the international cooperation. The development of cooperation based on the communities. Eradicating poverty. Rural tourism and ecotourism development. Development of human resources for the needs of the socio-cultural sphere. Formulation and implementation of appropriate marketing and promotional strategies based on bilateral and multilateral cooperation. Rectification and harmonization of existing national regulations in accordance to the international standards and practices. Encouraging and promoting public-private partnership. Missions to support the SCS of the World Organization of the United Nations - at the level of individual Member States. Missions to support the SCS of the World Organization of the United Nations - at the regional level. Technical cooperation projects of the World Organization of the United Nations. S-T-E-P Projects of the World Organization of the United Nations. Reinforcement and support of building the institutional capacity of national administrations. Cooperation for protecting the rights of consumers.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## COMPANY ETHICS

**ECTS credits:** 3

**Number of classes per week:** 21 + 0s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course provides the students with knowledge and skills to achieve meaningful interpersonal, collegiate, professional and social contacts, as well as advanced knowledge of corporate culture. The study of Company ethics is useful and necessary in view of the dynamics of professional company relations. The course training aims to introduce modern problems of communication, of corporate ethics, with their social and situational determinants and to contribute to the practical utilization of ethical standards and the achievement of a higher level in the culture of communication.

**Course content:**

Nature and evolution of ethics. Basic ethical categories. Essence of morality. Moral challenges of modernity. Nature and structure of business ethics. Applied ethics. Business ethics as applied ethics. Cultural and theoretical preconditions for the formation of business ethics. Ethics and business. Ethical standards and moral responsibility in business. Ethical principles in business. Application of ethical principles in management practices. Moral and business organization. Moral aspects of the company activity. Ethical behavior in business organizations. Factors, features, management. Ethics of advertising. Moral conflicts in business and their resolution. Ethics in professions and businesses. Moral aspects of the company activity. Company culture. Essence functions. Management of company policy and morality. Communication Culture - nature and role in modern business. Morality in a market economy. Morality of Bulgarian entrepreneur.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## COMPANY SECURITY

**ECTS credits:** 3

**Number of classes per week:** 21 + 0s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 3

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course 'Company Security' aims to form a conceptual apparatus and on this basis to reveal the relationship between theory and practice, related to the security in general and in particular - to the individual, government

and corporate security. The study of the course aims to be initiation in the early basic knowledge about security and its parameters. By bringing the issues of origin and practical separation of corporate security, the main course objectives are determined: - to provide basic knowledge of the development of corporate security; - to reveal the reasons for it; - to highlight the main trends in the implementation of corporate security. Overview of the nature of corporate security, its characteristics and development. Through the content of the course, students will get acquainted with the leading trends in corporate security in terms of a real market economy. It is recognized by businessmen, socio-economic necessity for survival in today's market conditions.

**Course content:**

Course introduction. Security - nature and importance. Main types of security. Corporate security - essence and content. Qualitative state of functional and information systems in the private, public and civil companies. The company as a complex set of individuals. Degrees of loyalty of individual members in the company. The different types of companies' right to choose protection and self-protection. Regional security - municipal, provincial, regional - nature, specificity and necessity. National security - nature and importance. Continental security - nature and importance. World Security - nature and importance. Subject and object of security. Cyber security - essence and accents. The need to protect the communications. Cyber security and hacking.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## **FUNDING OF PROJECTS IN THE SOCIAL SPHERE**

**ECTS credits:** 3

**Number of classes per week:** 31 + 0s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The lecture course on discipline 'Funding of Projects in Social Sphere' was developed in accordance with the general objectives of the major 'Economics of the Public Sphere'. The first module discusses the problems of developing business investment projects of the units in socio-cultural sphere. The second module enlarges the knowledge, focusing on the organization and management of application projects for pre-accession and other donor programs. The aim of the course 'Funding of Projects in Social Sphere' is for students to gain in-depth knowledge of the effective development of projects and the managerial process in their creation and implementation, and also of the opportunities for attracting funds from pre-accession and other donors programs for the development of the social sphere, NGOs, R & D and others.

**Course content:**

Definition of a project. Purpose of the project. Types of projects. Phases of the project. Project life cycle. The need of development of investment business project in the social sector. Contents of the investment project. Main sections. Specific tasks of the main sections. Information Section of the investment project in the social sector. The need to develop its content. Section 'Current financial state' of the investment business project in the social sector. Documents necessary to reflect the current financial position of the units in the social sphere. Financial and economic analysis of the current financial situation. Section 'Technical-economic project'. Description of the project. Marketing, pricing and markets. Structure of 'Technical-economic project'. Section 'Models for forecasting.' Project indicators. Prognosis of sales. Budget of stocks. Budget of expenditure in the social sphere. Prognosis of profits. Prognosis of receivables and payables. Prognosis of cash flow, balance sheet and income and expenditure in the social sector. Analysis of prognostic indicators. Basic prognostic financial indicators. Main prognostic indicators. Analysis of break-even point. Present value of expected cash flows. Net present value. Internal rate of return. Index of returns. Analysis of credit risk. Main indicators of the analysis. Identifying projects for utilization of funds pre-accession and other donor funds in the social sphere. Identification and analysis of problems. Identification and analysis of stakeholder countries. Objectives for the project. Development and analysis of alternatives. Selection of project approach accordingly to the specifics of the units in the social sphere. Organizational planning of the projects in the social sphere. Involving the public in the project. Institutional environment of the project. Identification of the partners. Building a team of the project. Main elements of the project in the social sector. Components of the project. Risks of the project. Preparation of the project proposal. Evaluation of the social sphere project proposal. The essence of evaluation. Criteria for evaluation. Evaluation mechanism. Principles of the selection process. Project financing in the social sphere. Stages of project implementation in the social sphere. Human Resource Management. Financial management.

Implementation of activities. Public Relations. Monitoring and control of the project. Reporting the implementation of the project in the social sector. Strategy for termination or continuation of the project after its funding. Evaluation of the implementation of the project in the social sector. Nature of the evaluation. Types of assessments. Analysis of the project implementation.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## **ORGANISATION AND PAYMENT OF LABOUR IN THE SOCIAL SPHERE**

**ECTS credits:** 3

**Number of classes per week:** 31 + 0s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The forms and systems for employed workers payment are a differentiated sphere in labor economics and human resource management, and the means for their implementation are an object and a subject of thorough scientific study, as well as by a wide range of government bodies and organizations, but also of different business companies, corporations and government organizations. The nature of the applied forms and systems is mainly related to the identification of the type, nature and form of mediating indicators, the ways, approaches and assessment process of individual and collective performance, and the mechanism for the formation and regulation of individual remuneration. The scientific research and study of these separate administrative and organizational activities is done on a basis of scrutiny, analysis and mastering the fundamental principles, scientific approaches and practical arrangements, concerning the attraction, motivation and use of human resources in the process of production; leading place and importance acquire these administrative and management practices, which are mostly related to the assessment of labor complexity, severity, repulsive and adverse conditions and last but not least – paying the staff on the base; on which are created the policies for influencing and motivating employees in the course of their administrative or business-production implementation.

**Course content:**

Work process - quantity and quality of labor. Use of human resources - factors. Planning human resources in the company /organization/. Employee motivation - needs, interests and incentives. Approaches and principles for determining the price of labor. Approaches, principles and mechanism for determining the wages. Evaluation of jobs /posts/. Performance appraisal of the employees. Principles of equality. Providing healthy and safe working conditions. Interaction between employers and unions.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## **PLANNING, RECRUITMENT AND SELECTION OF HUMAN RESOURCES**

**ECTS credits:** 6

**Number of classes per week:** 31 + 2s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

Planning, recruitment and selection of staff in the organization should be systematically planned, prepared and carefully managed in order to select the right people. This is ensured through openly disclosed and suitable for the vacant post criteria for assessment of the suitability of the individual. It is appropriate for the organization to take a balanced approach to assessment, by looking for both compliance between personality traits and job requirements, as well as between people and the culture of the company. Policies and practices, designed to increase the attractiveness of vacancies to potential internal and external candidates, may include the use of not



only traditional, but also of non-traditional means. The processes of recruitment and selection in general can contribute to organizational effectiveness if there are strategic focus, support of senior management of the organization and willingness to learn and develop, to monitor, review and assess its procedures.

**Course content:**

Modern systems and standards for human resource management. Technology of the staff management. Current standards for the quality of human resources. Planning the employment of human resources in the organization. Planning demand and supply of labor in the organization. Strategies for balancing the supply and demand of labor organization. Formation of the system of human resources of the organization - content and key factors. Recruitment – policy, goals and objectives. Sources of recruitment. Communications and approaches to attract suitable job applicants. Selection of human resources for the organization - nature, objectives and strategies. Stages of the recruitment and selection of new employees. Determining requirements for applicants. Attracting suitable candidates. Pre-selecting and evaluating the quality of candidates. Techniques and procedures for the selection of human resources for the organization. Methods for assessing the qualities of the candidates. Recruitment /employing/ and alternatives for employment. Introduction and adaptation of human resources.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. Seminars on the subject follow the taught material, the goal is to impart practical, with a view to acquiring skills in students to apply acquired knowledge, using them in a conditional set of situations that meet specific conditions. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## ECONOMICS OF KNOWLEDGE

**ECTS credits:** 3

**Number of classes per week:** 31 + 0s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The discipline Economy of Knowledge is new and it is formed as separate one in all the economically advanced countries. The transition to the information society brings out knowledge as the main resource of the economy of a country. This resource offers tremendous possibilities to the new society for its progress, development of innovation and successful competitiveness. The course has borderline character and links with social sciences, philosophy, management and economic sciences and above all with the economy. In the early 21st century, the world faces the iron necessity of immediate transformation and radical rethinking of tradition and the familiar. Particularly strong this need is required in the field of economics. Opportunity for solutions gives only the knowledge and the creative potential of people to create of knowledge – a new knowledge. ‘Knowledge becomes the primary input for the economy and its most important product’ /Thomas Stewart /, and this is of a great interest in the preparation of students. In the coming era of knowsphere, the place of knowledge is absolute and indisputable, and the study of its economic nature is imperative for every literate economist.

**Course content:**

Theoretical problems of postindustrial society. General characteristics and state of society in the late twentieth and early twenty-first century. Theory of human capital, human resources, structures, nature. Intellectual capital. Nature, types and characteristics. New knowledge, qualification. Intellectual capital and the reproduction process. Knowledge. The role of knowledge in micro-and macroeconomic aspects. Creative process. Differences between work and creative process. Phase structure. Creativity as a manufacturing process. Innovative policy and competitiveness. New knowledge and innovation policy. Competition. Intellectual property rights and ownership of industrial capital. Personal and private property. The Economics of knowledge. Structural-functional analysis, analysis of economic relations, economic relations, specific economic relations and structures of knowledge. Statistics of knowledge. Connection to the main indicators of the economy. Interconnection and performance indicators for knowledge, indirectly through indicators of the economy. Management of knowledge. Adapting knowledge to the reproductive process. Prerequisites. Knowledge as a resource and object of management. Functions of knowledge. Organization of knowledge.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.

## PUBLIC-PRIVATE PARTNERSHIP

**ECTS credits:** 3

**Number of classes per week:** 31 + 0s

**Form of assessment:** ongoing assessment and exam

**Type of exam:** written

**Semester:** 4

**Methodological guidance:**

Department of Economics

Faculty of Economics

**Annotation:**

The course 'Public-Private Partnership' aims to introduce students to the place and role of 'public-private partnership' in the economy and in different organizations, the main approaches and methods for its management, as well as the global trends, experience and achievements of the leading countries in this area. The subject, object and scope of 'public-private partnership' nationally and internationally are clarified thoroughly. The achievements of PPP in developed European countries are thoroughly considered. The analysis of public-private partnership proves that it can be the main tool to reduce the significant social and economic disparities and imbalances, while ensuring economic growth and improving the welfare and quality of life of the population. The necessity of extending the scope and intensity of investment to provide basic services for the elderly, and the ability of the public sector to provide capital for these investments inevitably leads to the development of long-term social programs combining positive characteristics of private sector opportunities for monitoring and control of the public sector in order to ensure an effective balance between market requirements and the satisfaction of the needs of people in the local community. Special attention is paid to the public projects. Stress is also placed on bettering the quality of the public services. The study and application of such an experience would help to alleviate the difficulties accompanying the emerging economies, such as the Bulgarian.

**Course content:**

Concept of public-private partnership - origination. Definitions. Distinctive. Comparison with similar legal concepts - privatization, outsourcing, public procurement, trade. Public-private partnerships under the public-private partnership - general characteristics, basic concept, principles, subject coverage. Forms of public-private partnerships. Entities and individuals in public-private partnerships under the public-private partnership. Planning, reporting, publicity and procedures for implementing public-private partnerships under the public-private partnership. Contract for public-private partnerships - legal characteristic subject, countries, contents, conclusion, execution, amendment, termination, performance guarantees and liability for non-compliance. Procedures for selecting the private partner. Project Company and Public-private Company on contract for public-private partnership - legal performance, capacity, features in the creation, management and property contributions. Special-purpose investment in public-private partnerships. Concept of activity of public importance. Concept of public and private partners. Concept of economic balance. PPP forms. Types, shapes and methods of outsourcing to private partners. Public-private partnerships - concepts and types. Application in various areas of public management. Contract procurement - legal characteristic subject, countries, contents, conclusion, execution, amendment, termination, performance guarantees and liability for non-compliance. Framework Agreement - general characteristics and types. Contents of the PPP contract. Amendment of the contract. Project company - concept. Public-private partnership - founders, contributions, management. Termination of the PPP contract. Grounds. Public procurement as a form of public-private partnership – overall characterization, legal regime, basic concepts, principles, material and value range. Objects of public procurement. Concept and types of objects. Subjects of public procurement. Value of public procurement. Calculation requirements and legal importance of value assessment. Types of procedures for the allocation of public contracts under the PPA. Open procedure. Restricted procedure, competitive dialogue and negotiated procedures. Procurement through public call. Procurement. General rules for the allocation. Examination, evaluation and ranking of bids. Public contract. Legal characterization and content. Implementation and reporting of public procurement contract. Types of irregularities in public procurement. Appeal procedures for the allocation of public contracts. Proceedings before the CPC. Judicial review of the procedures for allocation public contracts. Public-private partnerships and the protection of competition. Public-private partnerships in the management of public services. Regulatory authorities.

**Technology for training and assessment:**

The lectures are richly illustrated with schemes and tables, and necessary for the training examples. The course ends with an exam. Priority in training is the practical and independent work of students. The knowledge, the skills and the competence are assessed during the seminars in the course of the current control, the results achieved by the set assignments and tests are of serious importance.