



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

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Sustainable Development of the Social Systems	6.0	1. Economics of Culture	6.0
2. Economics of Physical Education and Sports	6.0	2. Logistic systems in the Public Sphere	6.0
3. Social Policy	6.0	3. Organization and Management of NGOs	6.0
4. Elective course	6.0	4. Project Management in the Public Sphere	6.0
5. Elective course	6.0	5. Elective course	6.0
Elective courses (students choose three courses)		Elective courses (students choose one course)	
1. Management of Public Events	6.0	1. Strategic management in the public sphere	6.0
2. Social Entrepreneurship	6.0	2. Social development of the regions	6.0
3. Marketing of Services	6.0		
4. Risk Management and Insurance	6.0		
	Total: 30		Total: 30
Second year			
First semester	ECTS credits	Second semester	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	3.0
4. Social Management	6.0	4. Elective course	
5. Elective course	3.0		
6. Elective course	3.0	State exam or Master Thesis defense	15.0
Elective courses (students choose two courses)		Elective courses (students choose one course)	
1. EU Funds	3.0	1. Economics of Knowledge	3.0
2. International Co-operation in the Social Sphere	3.0	2. Public-private Partnership	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

SUSTAINABLE DEVELOPMENT OF THE SOCIAL SYSTEMS

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 course aims to familiarize students with the development as a main motive for social and economic activities of man; that it is a growth, maturation and achievement of completeness with respect to the projected potential. Society does not have a completely objective measures of the degree of development of individuals. There - and could not exist - consensus on the characteristics of the state of full development. Understanding the development changes in the process of development, it reflects the changing subjective views. Therefore, the concept of development reflects the values and moral norms of society and individuals. Students need to know that society has achieved significant progress in its development and intensity of development is constantly growing. The economy as a tool for development, uses physically limited resources whose source is nature. Resources must be used in a way that provides the basis for development for a very long time (forever). That means ensuring continuity of the development process in an increase in its intensity. This is a necessary condition for development can be called resistance. The development must be sustainable - uninterrupted and with increasing intensity.

Course content:

Nature and functions of social systems in theory and practice. Categories and concepts of social systems. Social policy and distributive relations and social differentiation. Social policy and social protection. Social welfare system and service. Social system in the field of labor. Social system in health. Social system in education. Social system in culture. Social conflicts in social systems. Prospects of development of social systems. Nature and principles of sustainable development. Policy of sustainable development in the Republic of Bulgaria. Ecologic policy and sustainable development. Social policy and sustainable development. Economic policy and sustainable development. Sustainable development and the environment. Institutional and international sustainable development programs.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

ECONOMICS OF PHYSICAL EDUCATION AND SPORTS

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 course 'Economics of Physical Education and Sports' aims to introduce students to the economics of physical education and sports, relationships and economic dependencies between physical education and sport, as well as matters relating to the common characteristics of the sector and its subsystems. Discussed are the subject of the course, the development of the considered problem in Bulgaria and abroad in terms of globalization. The relationship of physical education and sport with some of the key market categories is revealed. Special attention is given to and in-depth are clarified the facilities and investment policy, labor and financing, competition, pricing and more. The importance of the integrated management for the effective functioning of physical education and sport is underlined. Studying physical education and sports as an integral part of the overall economics, its intensive development is a possibility for it to be attributed to the so-called new

applied economics, which use categories, formulations, methods of the overall economics, but also have their own appearance and their specific features.

Course content:

Introduction to the economy of physical education and sport. Physical education and sport as a branch of the public sphere. The subject of physical education and sports as a scientific and academic discipline. The system of physical education and sport, the European dimension and globalization. Physical education, sport and market economic categories. Economics and organization of work in 'Physical Education and Sport' - a common feature of labor services. Specific features of labor and employment structure in the industry 'Physical Education and Sport'. Labor market and unemployment in the sector. Funding of Physical Education and Sport - sources and mechanisms. Facilities - a common characteristic of the basic resources sector PES. Investments in physical education and sport - nature and types of investments. Development of the network of sports facilities. Competition and competitiveness of the services sector PES. Development of investment project for sport.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

SOCIAL POLICY

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 course aims to provide systematic knowledge on major issues of social policy and social security. The aim is to clarify the main issues related to the nature of social policy, approaches and methods for its implementation and related theoretical discussions. Substantial attention is paid to: issues of human rights; the role of government and business in social policy; living standards; income policy, employment and unemployment; social policy work; social policy in the field of health, education and lifestyle; social policy for those with deviant behavior; social policy for at-risk groups, etc.; social policy in 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 European legislation.

Course content:

Subject matter and method of science in social policy. Principles and models of social policy. Demographic processes and demographic policy. Human Rights and social policy. Lifestyle. Quality of life. State and social policy. Models of social policy. Economy - based on the quality of social policy. Corporate social policy. Social security: basic concepts and categories.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

MANAGEMENT OF PUBLIC EVENTS

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:

The course 'Management of public events' provides fundamental basic knowledge about the nature of government and public management. The subject is consistent with the educational training of students and adapted to the requirement for attractiveness and acquisition of new management knowledge and skills. The training is focusing on the trainees acquiring an overview of the scientific and applied aspects of the theory and nature of government and public management.

Course content:

Types of management - social, public, government, administrative. Introduction to public sector management - nature and characteristics. Theoretical foundations of public management. Contents of public sector management. Approaches for efficient use of resources in the public sector. Organizations in the public sector - nature and types. Management of public business organizations. Management of public service organizations. Management of public non-profit organizations. Measurement and analysis of the performance of public sector organizations. Control of the activities of the public sector. Control - types and functions. Basic forms of control. Stages. Objectives of the organs of state and public management. Functions of the organs of state and public management.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

SOCIAL ENTREPRENEURSHIP

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 'Social Entrepreneurship' was developed in accordance with the general objectives of the undergraduate program in 'Economics of the public sphere.' In structural terms it comprises of main common problems of the nature and form of Entrepreneurship and specific problems of social business as a form of social innovation; types of social enterprises, development of social projects and characteristics of social risks; developing business plans for social enterprise and entrepreneurial culture. 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. The developed rich text materials, case studies and practical exercises aim to strengthen the knowledge, received as part of the theoretical course, to further it and to seek its actual application in practice in the students' future careers.

Course content:

Social sphere and man's place in it. Nature, main indicators of socio-economic activities of man; income, living conditions and social protection. Nature and functions of the social economy. Definition, basic policies of social economy and major problems in countries with transforming economy. Entrepreneurship and social entrepreneurship. Essence, typology of social entrepreneurship. Social entrepreneurship in Bulgaria - institutional foundations. The role of social entrepreneurship in the socio-economic system. Social entrepreneurship - a form of social innovation. Regional features in developed countries and countries in transition. European directive. Social enterprise - specific and basic organizational forms. Nature, institutional nature, structure and basic forms and objectives of the operation. Main types of social enterprises. Enterprises NGOs, cooperatives, civic associations. Features of business models in social entrepreneurship. Concept of business models in social entrepreneurship and components of business models. Organizational structure of social enterprises. Structural variants of forms in social business; forms of partnership and cooperation between business and the state. Funding of social enterprises - nature and sources. Content, technology, forms, criteria and mechanisms for financial security. Social project. Nature, the development of different options, selection criteria. Entrepreneurial risk and characteristics in the social sphere. Essence of risks and social risks. Opportunities to optimize it. Business plan for entrepreneurship. Nature, structure and financial plan financial relations between the state and social enterprises. Measuring social impact are - necessary and fundamental indicators. Approaches analysis of costs and benefits, a system of criteria and indicators. Corporate social responsibility - essence and content. Practices of responsible business and social dimensions. Development of social entrepreneurship. Legal and institutional environment. Major trends.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

MARKETING OF SERVICES

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 course aims at forming conceptual apparatus and on this basis to disclose the nature and specifics of the marketing of services. The study of the course aims to launch a basic knowledge of marketing of services. By putting the issues of marketing of services are determined the main objectives of the course - to give basic knowledge of the marketing of services; to reveal the extent of its development; to highlight the main trends in the marketing activities of companies offering services. Through the content of the course the students will learn about new trends in the marketing of services under the conditions of a real market economy. Marketing issues are considered by the theoretical and methodological foundations of marketing in the main directions of marketing activities and opportunities for a fuller use of marketing resources for a successful and profitable business in the service sector. The aim of the course is for the students to acquire knowledge and launch a stepped acquisition of theoretical professional knowledge, to achieve a balance between theoretical and practical-applied training.

Course content:

Nature and characteristics of services. Types of services. Marketing strategies of companies in the service sector. Principles, functions and concepts of the marketing of services. The demand of services and typology of marketing. Marketing mix of services and features in its implementation. Formation of the behavior of market services. Features of the service concept of marketing. Lifecycle of services. Assortment policy of services. Pricing Policy in marketing of services. Pricing systems on the market of services. Formation of prices of services. Innovation policy in the sphere of services. Communication Policy in the marketing of services. Communications services market. Advertising services. Planning, implementation and monitoring of advertising of services. Competition and competitiveness of services. Competition at the market of services.

Technology for training and assessment:

Training takes the form of lectures and seminars. Required at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme a discourse with them is implemented to achieve continuity between lectures and so that they themselves reach conclusions that would bring-in the new material. Students are informed about the organization of training, for the specifics of the planned monitoring and system of assessment at the first lecture and seminars.

RISK MANAGEMENT AND 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 course in the part 'Risk Management' structurally covers both the basic common themes about the nature and types of risks related to the implementation of investment activity, and also the specific dimensions of choice and building successful hedging strategies aimed at the coverage of risk exposure. 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.

Course content:

Introduction - risk and risks - nature, essential properties and characteristics. Market, interest rate, credit and currency risk - nature and characteristics. Default risk, operative, liquid and catastrophic risk - nature and characteristics. Measures of risk - Volatility, Value at risk and Expected Shortfall. Technology of the hedging of financial risks - nature, strategies and applications. Investment strategies, hedging the market and financial risks (currency, credit and interest risk) through the use of options - nature, types and investment performance. Hedging of foreign exchange, credit and interest rate risks through the use of forwards and futures.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is

according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

ECONOMICS OF CULTURE

ECTS credits: 6

Number of classes per week: 31 + 2s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The economic aspects of the cultural process are developed in this lecture course. Culture is seen as an economic system along with the conventional and is interpreted as an art-aesthetic system. Particular attention is paid to the nature of its social system and values in today's social development. Economy of Culture is a new research direction in the system of economic sciences. And as well a new research direction in the system of sciences of culture. In the course of lectures the emphasis is put on these key issues - economic reality and culture, property relations, cultural processes, cultural products and commodities, value and price, efficiency, new technologies in the cultural process, market and cultural marketing. The purpose of the course is for students to gain knowledge and develop skills in this crucial area of social work.

Course content:

Subject, purpose and objectives of the course. Culture as an economic system. Subject of the economics of culture. Trends in the study of the economic nature of culture. Economic reality and culture. Economic characteristics of cultural process. Property relations. Intellectual property. Importance and contribution of intellectual property to development. Intellectual property and international cooperation. Copyright and related rights. Cultural process. Cultural products and commodities. Efficiency. Value and price. New technologies in the cultural process. Innovative processes in culture.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

LOGISTICAL SYSTEMS IN SOCIAL SPHERE

ECTS credits: 6

Number of classes per week: 31 + 1s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course Logistical Systems in Social Sphere is designed to introduce students to the place and role of logistics in the economy and in different organizations, the major approaches and methods for its management, as well as global trends, experiences and achievements of the leading organizations in its application. Thoroughly clarified are the subject, object and scope of logistical systems in organizational, national and international level. Reviewed in detail are the elements of the logistics system. Consistently revealed are the issues of strategical, tactical and operational management of logistics operations. Revealed are the peculiarities of the logistical problems in various industries and sectors of the national economy. In depth are exposed the methods of decision-making in the management of supply, production /operations/ and distribution. Clarified are the fundamental concepts and technologies for integrated management of logistics activities - Plan of productive resources (MRP), 'Resource planning in the distribution (PCD)' (DRP) and 'Just in time (Kanban)' (JIT). The rich world and national trends in logistics is illustrated based on the facts.

Course content:

Nature, objectives and tasks of business logistics. Logistics as a process serving reproductive cycle. Logistics over the years - the development of theory and practice. Nature, elements and functions of logistic systems. Main characteristics of the logistics management system of commodity movement. Current problems of logistic systems. Transportation channels of supply. Intermediaries, nature, functions. Internationalization of logistic trans-factors, new moments. Internationalization of logistics, strategic partnership. Key tasks of logistics in terms of the Internet. Internet as a global auction. Logistics management process - strategic, operational and tactical

planning. Managing the logistics process-management solutions, information system. Physical distribution - nature, objectives and activities. Participants in the distribution process. Logistic concept of physical distribution. Logistics network and chains. Physical flow distribution process. Inventory Management - The need to maintain stocks. Design of supply chains. Logistics, analysis of logistic activities. Converting warehouses in a distribution center. Designing logistic systems. Trends in transport services. Clients in the distribution chain - stages of service. Use analysis to improve customer service. Physical distribution in terms of integration. Influence of the environment. Free economic zones. Communications and information system of distribution.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

ORGANIZATION AND MANAGEMENT OF NGOs

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:

This course aims to deepen the acquired theoretical knowledge in the field of organization and management of institutional structures in the public sphere - namely organizations in the NGO sector. The program envisages the examination of major organizational, economic and governance issues on the emergence and historical development of non-governmental organizations NGOs, their place in the national economy and social development, their main forms, legal framework and functions, resource provision of the organizations in NGO sector, NGO management, their financing - procedures and sources. Indicated also are the main forms, trends and practices in Bulgaria and the EU.

Course content:

Non-profit sector - appearance and historical development. Place and role of NGOs in the national economy and social development. The legal basis of NGOs in Bulgaria. NGO - essence, forms and functions. Resources of NGOs -- structure, performance and trends. Management of NGOs in Bulgaria - incorporation, processes, organs. Funding organizations in the NGO sector. Current trends and forms of NGOs in Bulgaria and in developed countries. Sustainability Index of NGOs: key indicators. Institutional forms of NGOs in different areas of the public sector.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

PROJECT MANAGEMENT IN THE SOCIAL SPHERE

ECTS credits: 6

Number of classes per week: 31 + 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 course Project Management in Social Sphere has been developed in line with the overall objectives of the major. The main objective of the course Project Management in Social Sphere is students to obtain in-depth knowledge of the effective projects development and the management process of their creation and implementation, but also of opportunities to attract funds from donors and other pre-development programs business, NGOs, R & D and others. Other major tasks to be solved in the implementation of the curriculum are: understanding nature, character, composition and role of business development projects of the organization. Acquisition of knowledge and skills to develop a business plan. Understanding the organization of the implementation of the business plan, its monitoring and control, reporting and evaluation of the project.

Course content:

Definition for a project. Purpose of the project in the social sector. Types of projects. Phases of the project. Project life cycle. The development of business investment projects in the social sphere. Contents of the investment project. Main sections. Specific tasks of the main sections. Information Section of the investment in the social sector. Need to develop its content. Section 'Current financial condition' of the investment business project. Documents needed to reflect the current financial condition units in social financial and economic analysis of the current financial situation. Section 'Techno-economic project.' Project Description. Marketing, pricing and markets. Structure of techno-economic project. Section 'forecasting models' Project performance. Sales forecasting. Budget expenditure in the social sphere. Forecasting profits. Prediction of receivables and payables. Forecasting cash flow, balance sheet and income and expenditure in the social sector. Analysis of predictors. Baseline forecast financial performance. Key predictors. Analysis of the critical point. Present value of expected cash flows. Net present value. Internal rate of return. Index 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 stakeholders. Objectives of the project. Development and analysis of alternatives. Selection of project approach to the specifics of the social sphere. Organizational planning of projects in the social sphere. Public Involvement in the project. Institutional environment of the project. Determination of the partners. Team building project.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

STRATEGIC MANAGEMENT IN THE PUBLIC SPHERE

ECTS credits: 6

Number of classes per week: 21 + 0s

Form of assessment: ongoing assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The emphasis is placed on the theory, which is combined with the practical and applied character of the discipline and the differences 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. The aim of the course is to complement the knowledge of the students, who have passed the course 'Basis of Management', with the issues of strategic management. In order to avoid repetitions in the two programs, the emphasis is put on the practical application of the issues, while the issue of strategic management and its relationship with building management structures are considered in greater depth.

Course content:

Nature of management. Analysis of changes in management during the 1960s. Emergence of strategic management. Nature of strategic management. Strategy and objectives. Hierarchy of objectives. The algorithm of strategy development. Role of the external environment. Scenario analysis. The method of segmentation. Strategy design and selection. Mission of the organization. Tools for developing the strategy; portfolio analysis matrix of Boston advisory group, matrix 'General Electric', matrix Ansoff. Diversification strategy. Nature of diversification. Types of diversification strategies and mechanism of their construction. Competitive strategy. Analysis and profiling of competitors. Forms of competitive fighting and mechanism of building a competitive strategy. Strategy and corporate culture. Essence of management structure. The organization as a system; general model and its main characteristics. Structure, relationships, goals and behavior. Organizational design. Types of management structures (basic concepts - management unit, management level, scale manageability, delegation etc.). Functional management structure - nature, construction, contradictions. Divisional management structure. Vertical and horizontal integration. Diversification and divisionality. Role of management. The role of leadership in the development of strategy and management structure.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

SOCIAL DEVELOPMENT OF THE REGIONS

ECTS credits: 6

Form of assessment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Economics

Faculty of Economics

Annotation:

The course 'Social development of the regions' (SDR) is designed to enable students to master basic concepts, terms, principles and methods in regional social development - in general and in elements of this development. The material is selected in accordance with the prescribed workload and specifics of the course, it is presented within a reasonable compromise between the theoretical and applied material. In essence, the course has a significant scope in knowledge extension in the field of economics - as a whole and, in particular, in the sphere of its regional aspects of implementation.

Course content:

Social development and regional differences. Human capital and social development. Regional aspects of the development of human potential. Social capital and development. Alternative approaches to assessing the social development of the regions. Fiscal decentralization and regulation of regional differences. European instruments for social cohesion. Regional development through education and culture. Health and regional development. Social activities: problem areas and regional solutions. Social risks and characteristics of social security: regional reading. Models of social protection. Decentralization and deinstitutionalization: developing models of social protection in Bulgaria. Local problem areas and trends in social activities.

Technology for training and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. The priority in training is given to the practical and independent work of the students. The evaluation of the students' results is according to their knowledge, skills and competence shown in the seminars. Of great importance are the results from the ongoing control tests.

Number of classes per week: 21 + 0s

Type of exam: written

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 with 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: 3l + 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 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.

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.