

## **SPECIALTY PSYCHOLOGY**

### **MASTER'S PROGRAM "PSYCHOLOGY OF MANAGEMENT"**

Educational qualification: MASTER

Professional qualification: MASTER IN PSYCHOLOGY OF MANAGEMENT

Duration of training: 2 years

Form of study: full-time, Bulgarian and English languages

### **QUALIFICATION CHARACTERISTICS**

#### **1. General characteristics and educational objectives of the master's program**

In the Master's program in Management Psychology, students acquire specialized, expanded and in-depth psychological knowledge in the given professional field on making management decisions and motivating their implementation; establishing business relationships, communication, negotiations; types of conflicts in the process of economic activity and ways to resolve them.

The training in the master's program enables students who complete it to acquire professional skills and competencies for conducting psychological consultations in the field of management psychology and business psychology; psychodiagnostics of the attitudes and motives of the personality in the business sphere; appropriate selection, structuring, standardization and use of psychological tools for research and forecasting.

#### **2. Professional competence and realization**

Graduates of the master's program find professional employment as consultants, experts in companies and manufacturing enterprises ; occupational psychotherapists ; employees in departments that plan, organize, manage and evaluate labor and production activities at the national and regional levels. Students acquire knowledge, competencies and practical skills for successful personal development, for psychological business consulting, as well as abilities and attitudes for consulting activities in various national and international institutions and non-governmental organizations. The training prepares for professional realization in consulting centers, in state and local government bodies, in international organizations, in non-governmental organizations, in mass media. This master's program gives students a real opportunity to realize themselves as specialists in educational institutions and psychological centers, to work as analysts and experts in governmental and non-governmental organizations, mass media, companies and schools.

#### **3. Organization and structure of training**

The developed training documentation is in accordance with the latest trends in the academic training of specialists in the practical dimensions of psychology. In its preparation, both national and international experience in this field was taken into account. It corresponds to the accepted standards for professional training of masters. The training lasts 2 years /four semesters/ for graduates of the Bachelor's or Master's degree from another professional field. The Master's program is designed to ensure coherence, consistency and subject connection between the intended academic disciplines.

#### **Curriculum for two years /four semesters/ :**

The curriculum is divided into four semesters with a total teaching time of 1020 hours, which is equal to 120 ECTS credits. The teaching time is divided into semesters as follows: first semester – 225 hours, second semester – 225 hours, third semester – 345 and fourth semester – 225. The relatively small share of teaching time in the second semester is due to

the fact that in this semester the main learning activity is related to the preparation of a master's thesis or a state exam.

The curriculum includes compulsory and elective subjects. Compulsory subjects (825 hours) provide a total of 86 ECTS credits. They provide in-depth scientific, theoretical and specialized training. Compulsory subjects are: Fundamentals of Management, Psychology of Career Guide and Management Consulting, Psychology of Business Communication, Psychology of Economic Power, Management of Consumer Behavior, Psychological Business Consulting, Organizational Behavior and Leadership, Professional Coaching Negotiation, conflict resolution and mediation. Elective courses (150 hours) provide a total of 16 ECTS credits. They enrich the knowledge, skills and competencies acquired in the compulsory courses. Students choose four out of ten possible elective courses.

Every student can study at will any academic discipline taught at the university, regardless of the faculty in which it is studied /in accordance with Art. 2 , para. 5 of the Regulation on the State Requirements for Acquiring Higher Education, published in the State Gazette, No. 76 /2002/. Total number of hours of the selected optional subjects – up to 10% of the total number of hours.

In the fourth semester, students have a mandatory pre-degree internship of 45 hours, giving 3 ECTS . Students graduate with a written state exam or with a master's thesis defense, for which, if successful, 15 ECTS are acquired .

#### **4. Compliance with the mission of the South-West University "Neofit Rilski"**

The implementation of the Master's program "Psychology of Management" corresponds to the mission of the South-West University "Neofit Rilski" and the Faculty of Philosophy, to their goals and strategies, and stems from the new dimensions of higher education in Bulgaria and the tasks for the full inclusion of the country in international educational processes. The program is consistent with national and European standards, as well as with the requirements and specifics of the region in which the South-West University "Neofit Rilski" is located.

The qualification characteristics of the specialty "Psychology of Management" for the educational and qualification degree "Master" with the professional qualification "Master in Management Psychology" is a basic document that determines the development of the curriculum and curricula. It is consistent with the Higher Education Act, the Classifier of Higher Education Fields and Professional Areas, the Regulation on State Requirements for Acquisition of Higher Education at the Educational and Qualification Degrees "Bachelor", "Master" and "Specialist" (SG No. 76 of 6<sup>th</sup> August 2002), the National Classification of Positions and Professions, the Regulations on the Organization and Activities of the South-West University "Neofit Rilski", the Regulations on Educational Activities and other regulatory documents of the university.

## CURRICULUM STRUCTURE

<b>First year</b>			
First semester	ECTS credits	Second semester	ECTS credits
Cognitive psychology	4	Psychopathology	4
Neuroscience	4	Differential psychology	4
Personality psychology	4	Organizational Psychology	3
Social psychology	4	Occupational psychology	3
Age psychology	4	Counseling Psychology	4
Educational psychology	3	Experimental psychology	5
History of psychology	4	Psychological measurements	4
Elective subject /first group/	3	Elective course /second group/	3
	<b>Total 30</b>		<b>Total 30</b>
<b>Second year</b>			
Third semester	ECTS credits	Fourth semester	ECTS credits
Management Fundamentals	5	Psychological business consulting	2
Psychology of career guide and management consulting	5	Organizational Behavior and Leadership	2
Psychology of business communication	5	Professional coaching	2
Psychology of economic power	4	Negotiation, conflict resolution and mediation	2
Management of consumer behavior		Elective course /fourth group/	2
Elective course /third group/	3	Elective course /fourth group/	2
Elective course /third group/	3	Practical internship	3
		State exam or thesis defense	15
	<b>Total 30</b>		<b>Total 30</b>
<b>Elective courses /first group/</b> <i>Students choose one course</i>	ECTS credits	<b>Elective courses /second group/</b> <i>Students choose one course</i>	ECTS credits
Evolutionary psychology	3	Clinical Psychology	3
Adult Developmental Psychology	3	Professional psychodiagnostics	3
Psychology and Technology	3	Political psychology	3
Sociology of gender	3	Psychology of sexuality	3
Psychology of advertising	3	Business psychology	3
Psychology of stress	3	Psychotherapeutic techniques and counseling	3
Sports psychology	3	Fundamentals of psychoanalysis	3
Folk psychology	3	Psychology of family relationships	3
Economic psychology	3	Psychology of creativity	3
Psychology of art	3	Psychology of fashion	3
Psyche and health	3	Cross-cultural psychology	3
<b>Elective courses /third group/</b> <i>Students choose two courses</i>	ECTS credits	<b>Elective courses /fourth group/</b> <i>Students choose two courses</i>	ECTS credits
Psychology of employment	3	Human Resources Management	2
Financial psychology	3	Motivation and management behavior strategies	2
Psychology of interpersonal communication	3	Selection, evaluation and training of personnel	2
Sociology of management	3	Political marketing	2
Psychology and sales management	3	Management	2

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

# ANNOTATIONS OF THE COURSE DISCIPLINES

## COMPULSORY COURSES

### COGNITIVE PSYCHOLOGY

**ECTS credits:** 4

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Natasha Angelova, Ph.D., Department of Psychology

Email: [natasha\\_v@swu.bg](mailto:natasha_v@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

#### **Annotation:**

The current curriculum is built according to several principles. The first principle is integrative. Proceeding from the idea of mental phenomena belonging to the whole personality and their interconnectedness, this principle is concretely reflected in the following aspects: only the specific features of each mental process are revealed, but its interactions with other processes are also outlined; the influence of personal characteristics on the functioning of mental processes is presented; both analytic and integral mental processes are considered.

The second principle for building the program is related to the versatility of scientific positions when analyzing mental phenomena. This guiding principle determined the following: characterization of psychological phenomena from the positions of different schools; analysis of a broader range of mental phenomena.

#### **Content of the course:**

The main goal of the Cognitive Psychology discipline is to reveal the essence of the cognitive processes through which people ensure contact with the continuous flow of information about the world and about themselves. In parallel, topics about emotional and volitional processes are also included, allowing for a more detailed examination of the content of cognitive processes and their relationship with the person's personality.

By studying the discipline, students will acquire abilities to reveal the specifics of the outlined processes, the connections between them, and their information capabilities.

The discipline also contributes to developing a wide range of intellectual and linguistic skills and theoretical knowledge formed in parallel with other essential disciplines of this subject. Particularly important are the connections with physiological psychology as well as with personality psychology. The subject connections of cognitive psychology with these two disciplines serve as a practical basis for developing students' specific analytical knowledge and skills.

Establishing the skills to express themselves with the conceptual apparatus of cognitive psychology in the academic discipline, their learning style, motives, and interests in the academic discipline is an essential factor in achieving the goals and tasks.

Depending on the indicated level of preliminary preparation, an update of the content, volume, and depth of the topics covered, as well as teaching methods, is foreseen.

#### **Teaching and assessment method:**

The current evaluation is a sum of the evaluations of the participation in classroom and out of classroom work during the semester.

Students are admitted to the final exam:

- ✓ have attended at least two-thirds of the lectures;
- ✓ they appeared for a test or control (with a grade of more than „poor“);
- ✓ have developed a Summary: (example topics are attached at the end of the program);

Those who do not meet these requirements:

- ✓ appear directly for a remedial exam;
- ✓ develop more exam questions;

Alternatively, they are given extra assignments within the semester to attend the regular first session.

The method of assessment is a written exam. It includes two questions from the outline. The grade is the average of the answers to the two exam questions. The final grade is the result of the assessment of ongoing control during the semester and the final exam assessment.

## **NEUROSCIENCE**

**ECTS credits:** 4

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assist. Prof. Desislava Drenska, MD, Ph.D., Department of Psychology

Email: [ddrenska@swu.bg](mailto:ddrenska@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

### **Annotation:**

The academic course in Neuroscience introduces fundamental concepts in the Anatomy and Physiology of the nervous system, with a focus on systems relevant to psychological functioning. The objective is to equip students with essential knowledge about the structural and functional organization of the nervous system, its role in mental processes and states and the use of specialized terminology.

The nervous system consists of two major components: Central nervous system (CNS), which includes the brain and spinal cord, and Peripheral nervous system (PNS), comprising corresponding anatomical substructures. The brain itself is subdivided into the cerebrum (with two cerebral hemispheres), the brainstem and the cerebellum. Functionally, the cerebral cortex is highly differentiated with the frontal, parietal, temporal and occipital lobes containing centers responsible for diverse and essential functions. The basic unit is the specialized nerve cell, or neuron.

### **Content of the course:**

The Neuroscience course is tailored to a psychology-oriented curriculum and includes the following main topics: Overview of structural and functional characteristics; Types of nerve fibers, synapses and neurotransmitters; Brain - topographical anatomy and functional differentiation; Organization of the cerebral cortex; General and specialized sensory systems; Autonomic nervous system; Spinal cord - morphological features and functions; Physiology of sleep and sleep disorders; Contemporary concepts of stress, associated psychological and somatic consequences and “anti-stress” programs; Biological foundations and psychological correlates of Burnout syndrome.

### **Teaching and assessment method:**

Student performance in the course is evaluated in accordance with the European Credit Transfer and Accumulation System (ECTS). The final grade is determined at the end of the course based on two components: the written response to a question related to a topic covered in the lecture series and the assessment of the student's independent (extracurricular) work.

## PERSONALITY PSYCHOLOGY

**ECTS credits:** 4

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Bilyana Yordanova, Ph.D., Department of Psychology

Email: [b\\_iordanova@swu.bg](mailto:b_iordanova@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

### **Annotation:**

The Psychology of Personality course presents the major paradigms and the personality models based on them primarily from the perspective of theoretical frameworks allowing for competing interpretations and the implications they have for understanding psychological reality. Seminars and practical classes provide for the individual preparation of students on specific topics. Independent work in preparing presentations is encouraged - from selecting sources on the topic to how it will be presented. Practically-oriented forms of work are also foreseen - didactic familiarization with some popular methods of personality research, referencing and discussion of classic studies, as well as conducting illustrative mini-research assignments within the seminar and practical groups.

### **Content of the course:**

This discipline investigates basic concepts and theories in personality psychology, such as personality dispositions, emotions, temperament, character, motivation, self-concept, stress, and stressful conditions. Basic constructs from personality psychology are commented on: basic directions in personality psychology, self-image, and self-esteem, attitudes, values, abilities, needs, emotional regulation, the role of heredity and the environment in personality formation, mental health and personality pathology, personality and health, social constructivism of norm and pathology. Personality is presented as a set of factors that determine each individual and representative of society, where thinking, feelings, and ways of behaving make each person unique.

### **Teaching and assessment method:**

Training in the discipline „Psychology of personality“ is carried out through lectures and assignments of independent extracurricular projects. The traditional lecture course includes group work, interactive learning methods, and multimedia. Discussions and scientific articles are commented on at the seminar classes.

The academic discipline is one semester long, and individual activity during classes and independent work results are evaluated for admission to the exam. The final grade for the discipline is formed by the grades from the independent work, the student's written work, and a written exam.

## SOCIAL PSYCHOLOGY

**ECTS credits:** 4

**Hours:** 20 lectures + 10 seminars

**Assessment:** exam

**Type of exam:** written

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Natasha Angelova, Ph.D., Department of Psychology

Email: [natash\\_v@swu.bg](mailto:natash_v@swu.bg)

**Annotation:**

The „Social Psychology“ discipline includes two content modules: 1) The process of socialization and social-psychological theories of personality; 2) Small social groups – social influence and interpersonal communication.

**Content of the course:**

The subject area of social psychology. Social-psychological issues in personality research. Small social groups - leadership and social influence. Communication, aggression, conflicts and prosocial behavior.

**Teaching and assessment method:**

The evaluation of the results achieved by the students in the learning process in the various academic disciplines is carried out in accordance with the system of transfer and accumulation of credits. The final grade for each academic discipline is formed at the end of the course of study based on the grade received on a written answer to a question on a topic studied in the lecture course and the grade from the student's independent (extracurricular) work.

## DEVELOPMENTAL PSYCHOLOGY

**ECTS credits:** 4

**Hours:** 20 lectures+10 seminars

**Assessment:** exam

**Type of exam:** written

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Teodor Gergov, Ph.D., Department of Psychology

Email: [teodor@swu.bg](mailto:teodor@swu.bg)

**Annotation:**

The discipline „Developmental Psychology“ considers the need to examine mental processes, states, properties and their age specifics from different scientific positions. This creates an opportunity to form broader concepts about the nature of mental phenomena.

At the beginning of the course, essential introductory questions are included. Their content is related to the subject of age psychology, its origin, development and the research methods it uses. The basic conceptual apparatus is specified. The development of the psyche is analyzed, tracking the dynamics of mental phenomena in terms of age. Questions related to the age periodization of development, as well as the factors for the formation of the psyche during the individual age periods and the characteristics of the personality, are considered. The most established age periodizations are also presented.

**Content of the course:**

The discipline „Developmental Psychology“ provides general information about the regularities in age-related mental development during the early stages of the human life cycle. In the cognitive aspect, the following content modules are included: 1) historical-Methodical

problems of age psychology; 2) development issues; 3) ideological foundations of age periodization; 4) socio-psychological characteristics of the stages and age periods; 5) the problem of activity in age psychology.

**Teaching and assessment method:**

The evaluation of the results achieved by the students in the learning process in the various academic disciplines is carried out in accordance with the system of transfer and accumulation of credits. The final grade for each academic discipline is formed at the end of the course of study based on the grade received on a written answer to a question on a topic that has been studied during the lectures and the grade from the student's independent (extracurricular) work.

## **PEDAGOGICAL PSYCHOLOGY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Teodor Gergov, Ph.D., Department of Psychology

Email: [teodor@swu.bg](mailto:teodor@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

**Annotation:**

Pedagogical psychology occupies an important place in the overall preparation of students, as it reveals essential regularities and psychological conditions for forming the personality of students. It is a border discipline between pedagogy and psychology, which scientifically sheds light on the problems of the educational process at school.

Through pedagogical psychology, students learn the psychological regularities of learning, the observance of which increases the effect of the educational process. They become familiar with the conditions for the best perception, thinking, fantasizing, memorizing, etc., for effective teaching in each subject and the harmonious development of the student's personality.

Pedagogical psychology indicates the forms of interaction of the various academic disciplines, which leads to the formation of qualities of thinking, will, emotions, temperament, and character to form an integral and harmonious personality. It foregrounds students' learning of self-awareness, self-regulation, self-evaluation, self-development, reflection, and self-concept. With this, contributes to a decisive change in the position of the teacher in the educational process - of impact with interaction, of education with self-education, and development with self-development.

**Content of the course:**

The discipline outlines pedagogical psychology's conceptual apparatus and the discussions around this issue. Students get an idea of the ongoing problems of pedagogical psychology and the psychological mechanisms of the assimilation of socio-historical experience by students and, on this basis, the regularities of the formation of their personalities. It contains information on the formation of qualities of thinking, will, emotions, and character, as well as on the formation of an integral and harmonious personality. Attention is given to the problems of self-awareness, self-regulation, self-evaluation, self-development, reflection, and self-concept of students.

**Teaching and assessment method:**



The evaluation of the results achieved by the students in the learning process in the various academic disciplines is carried out in accordance with the system of transfer and accumulation of credits. The final grade for each academic discipline is formed at the end of the course of study based on the grade received on a written answer to a question on a topic that has been studied during the lectures and the grade from the student's independent (extracurricular) work.

## **HISTORY OF PSYCHOLOGY**

**ECTS credits:** 4

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Stoil Mavrodiev, D.Sc., Department of Psychology

Email: [stoil\\_m@swu.bg](mailto:stoil_m@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

### **Annotation:**

The study discipline „ History of Psychology „, includes the following content modules: 1) Introductory problems of the history of psychology; 2) Studies and views on the mental until the individualization of psychology as an independent science; 3) Emergence and development of psychology as an independent science - major schools of thought in psychology.

### **Content of the course:**

This discipline is optional. It deals with psychological concepts, ideas, concepts, theories and schools, which build in students the necessary knowledge about the emergence and development of psychology as a central element of modern science.

### **Teaching and assessment method:**

Evaluation of the results achieved by the students in the process of training in the various academic disciplines is carried out in accordance with the system of transfer and accumulation of credits. The final grade for each academic discipline is formed at the end of the course of study based on the grade received on a written answer to a question on a topic that has been studied during the lectures and the grade from the student's independent (extracurricular) work.

## **PSYCHOPATHOLOGY**

**ECTS credits:** 4

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assist. Prof. Desislava Drenska, MD, Ph.D., Department of Psychology

Email: [ddrenska@swu.bg](mailto:ddrenska@swu.bg)

**Hours:** 20 lectures +10 seminars

**Type of exam:** written

### **Annotation:**

The academic course in Psychopathology provides specialized academic training encompassing the extensive range of issues related to mental disorders and abnormal

behavior. The curriculum addresses personality difficulties and disorders, which are characterized as deeply entrenched and enduring patterns of behavior. By their nature, pathological responses to personal and social situations represent profound or significant deviations from the typical ways in which an average individual within a given cultural context perceives, thinks, feels and interacts with others. The presence of such conditions frequently serves as a predisposing factor for potential clinical deviance or criminal conduct.

The program explores diverse facets of deviant individual behavior and delineates specific standards and criteria that are consistent with personal and societal norms as well as the regulatory frameworks governing the individual's functioning within society. The objective is to impart comprehensive knowledge and develop practical competencies necessary for utilizing contemporary classification systems alongside specialized diagnostic methodologies for distinct psychopathological deviations. The curriculum critically examines disharmonious attitudes and dysfunctions across various functional domains - including emotional regulation, excitatory processes, impulse control, perceptual and cognitive styles - situationally maladaptive behaviors and impairments in occupational and social adaptation.

**Content of the course:**

The Psychopathology course is structured in alignment with a psychology-oriented academic framework and covers several principal topics: psychotic disorders (Schizophrenia), Affective disorders (Bipolar disorder), non-psychotic conditions such as Anxiety disorders, Obsessive-Compulsive disorders, Conversion disorders and a spectrum of personality difficulties and disorders.

**Teaching and assessment method:**

Student achievement is assessed in accordance with the European Credit Transfer and Accumulation System (ECTS). The final grade is awarded upon completion of the course, based on a written examination addressing topics covered in the lecture series and the evaluation of the student's independent (extracurricular) academic work.

## **DIFFERENTIAL PSYCHOLOGY**

**ECTS credits:** 4

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Bilyana Yordanova, Ph.D., Department of Psychology

Email: [b\\_iordanova@swu.bg](mailto:b_iordanova@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

**Annotation:**

The discipline „Differential Psychology” provides a scholarly perspective that connects psychological theory to the assessment of individual differences in real-world situations. It presents the most important and emerging literature on personality, intellectual ability, cognitive style, and other individual differences such as creativity, emotional intelligence, professional interests, and economic behavior. Particular attention is given to the differences in mental status between large groups of people - differences between the sexes and the most diverse social groups in society.

**Content of the course:**

The discipline investigates basic concepts and theories in the field of individual differences. Methodical and theoretical approaches in differential psychology (the study of

individual differences) are explored. The impact of these methods and theories is discussed with illustrative examples and real-world scenarios. The discipline introduces students to individual differences in the abilities of the individual; it explains his personality depending on heredity and the influences of his environment (upbringing, culture), hereditary characteristics (biological and genetic), and mental characteristics (intellect, abilities, character).

**Teaching and assessment method:**

Training in the discipline „Differential Psychology“ is carried out through lectures and assignments of independent extracurricular projects. Teaching in this discipline is traditional and includes group work, interactive learning methods, and multimedia. During the seminar classes, discussions are held, and scientific articles are commented on.

The academic discipline is one semester, and individual activity during classes and independent work results are assessed for admission to the exam. The final grade for the discipline is formed by the grades from the independent work, the student's written work, and a written exam.

## **ORGANIZATIONAL PSYCHOLOGY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Bilyana Yordanova, Ph.D., Department of Psychology

Email: [b\\_iordanova@swu.bg](mailto:b_iordanova@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

**Annotation:**

The discipline „Organizational Psychology“ offers specialized training in the problems of human behavior in a work and social environment. It has a practical focus and includes conducting actual research and practical exercises, thus preparing students to develop and apply the skills necessary for successful implementation in the real economic environment and human resource management. Emphasis is given to the interaction between organizations and the people who work in/or with them in order to increase their effectiveness. The points of contact of social and organizational psychology are brought out, emphasizing the social psychological processes in labour and civil organizations. Another distinctive feature of this discipline is the study and understanding of organizational processes from different perspectives - at the individual, group, and organizational levels.

**Content of the course:**

The discipline includes basic concepts and theories in the field of organizational psychology. The main topics and problems in the field of organizational psychology related to organizational structure and culture, leadership, and different approaches to its study and understanding, power, and influence are touched upon. Emphasis is also placed on group processes at the workplace - communication, teamwork, conflicts, the basic concepts, theories, and methods in organizational psychology, the essence, goals, and mechanisms for the functioning of the various units of an institutional nature, and the functional capabilities of the „organization“ and „the management“; to derive the conditionality between individual and group work behaviour.

**Teaching and assessment method:**

Training in the discipline „Organizational Psychology“ is carried out through lectures and the assignment of independent extracurricular projects. Teaching in this discipline is traditional and includes group work, the use of interactive learning methods, and multimedia. During the seminar classes, discussions are held, and scientific articles are commented on.

The academic discipline is one semester long, and individual activity during classes and independent work results are assessed for admission to the exam. The final grade for the discipline is formed by the grades from the independent work, the student's written work, and a written exam.

## **OCCUPATIONAL PSYCHOLOGY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Ivan Krastev, Ph.D., Department of Psychology

Email: [iv.krestev@swu.bg](mailto:iv.krestev@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

### **Annotation:**

The discipline „Occupational Psychology“ studies the main properties of the mental structure and regulation of labour activity that are involved in solving all types of labour activity, as well as the processes of goal setting and motivation, creating an orientational basis, of designing action programs, of deciding on the methods of implementation and its control with the help of the relatively stable operational images leading to the implementation of the specific activity. Its subject is the processes of activation and cognitive automation, which change the mental regulation of labour activity and the study of the prevention of overfatigue, use, traumatism, and professional deformations of the personality, increasing the meaningfulness of work, creating conditions for multifaceted personality development, deployment of abilities.

### **Content of the course:**

The discipline's content covers theoretical knowledge and practical skills for distinguishing the functions and the relationships of conditioning between the cognitive, emotional, and conative mental processes, which are the basis of the labour behavior realized in the different activity situations. Furthermore, the discipline helps students to acquire knowledge and form psychological skills in themselves to reveal the interrelationship between cognitive mental processes and personal characteristics (such as temperament, character, anxiety, aggressiveness, etc.), which are the main internal determinants of mental regulation and self-regulation of personal and group work behaviour.

### **Teaching and assessment method:**

Training in the discipline „Occupational Psychology“ is carried out through lectures and the assignment of independent extracurricular projects. Teaching in this discipline is traditional and includes group work, the use of interactive learning methods, and multimedia. During the seminar classes, discussions are held, and scientific articles are commented on.

The academic discipline is one semester long, and individual activity during classes and independent work results are assessed for admission to the exam. The final grade for the discipline is formed by the grades from the independent work, the student's written work, and a written exam.

## COUNSELLING PSYCHOLOGY

**ECTS credits:** 4

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Chief. Assis. Prof. Gergana Stanoeva, Ph.D., Department of Psychology

Email: [gerystanoeva@swu.bg](mailto:gerystanoeva@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

### **Annotation:**

Counseling Psychology is an interdisciplinary field focused on supporting and developing human potential in the face of personal, interpersonal, and professional challenges. The discipline explores the psychological foundations of the counseling process, key theoretical paradigms (such as humanistic, cognitive-behavioral, and existential approaches), as well as the core skills and techniques used when working with clients. Special emphasis is placed on building a trusting counselor-client relationship, active listening, ethical principles, and cultural sensitivity. Although theoretically grounded, the discipline also has a strong practical dimension – it prepares future professionals to be effective support in situations of crisis, stress, life transitions, or seeking direction. The role of the psychologist in the counseling process is not only related to overcoming the difficulties that arise, but also to providing support in the process of personal development and self-awareness.

### **Content of the course:**

Throughout the course, students will engage with real case examples, practice essential communication and intervention skills. Special attention is given to ethical principles and professional standards in working with clients. The specifics of counseling when working with children, families, and couples, as well as in crisis situations, are discussed. The approaches for intervention in cases of loss, trauma, violence, and acute stress reactions are explored, as well as strategies for psychosocial support and interinstitutional collaboration.

### **Teaching and assessment method:**

The course is delivered through interactive lectures, discussions, case study work, and practical exercises (including role plays and simulations). Reflection and the development of self-awareness are encouraged throughout the learning process. Assessment includes continuous evaluation (participation, assignments, and presentations), case analysis, a written project, and a final written exam. Emphasis is placed on the practical application of knowledge and on receiving constructive feedback during the course.

## EXPERIMENTAL PSYCHOLOGY

**ECTS credits:** 5

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Prof. Stanislava Stoyanova, Ph.D., Department of Psychology

Email: [avka@swu.bg](mailto:avka@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

**Annotation:**

The course „Experimental psychology” is studied during the second semester as a compulsory subject of the Master curriculum of Forensic Psychology – non-specialists, Master curriculum of Psychology of Management – non-specialists, Master curriculum of Criminal Psychology – non-specialists, Master curriculum of Clinical Psychology – non-specialists, and the Master curriculum of School Psychology – non-specialists. It includes 120 hours extra-curricular activity.

**Content of the course:**

The course in “ Experimental psychology” includes the following modules of content: 1) principles and methods of the experimental psychological research; 2) structure of the experimental psychological research; 3) experimental designs; 4) psychological research of the cognitive processes and personality. The goals of the subject “Experimental psychology” are: the basic terms in the experimental psychological research to be clarified; a clear understanding of the essence and peculiarities of the experiment as a method of research to be achieved, as well as of the conditions of its application and the limitations in its use; the skills for carrying out of the experimental psychological studies to be formed (planning, conducting experiments and analyzing data); the skills for presentation of the results from the experimental psychological research as a scientific paper to be formed; the professional ethics requirements of the psychological activity to be known and applied. The lectures are held by means of the use of contemporary technical equipment as multimedia, software, models, interactive methods, etc. The seminars are held in the laboratories.

**Teaching and assessment method:**

The students’ extra-curriculum activity represents the preparation and presentation of a scientific research; conducting psychological studies; testing; summarizing of articles and book chapters; essays on topics related to personal experiences and observations; analysis of cases. Assessment of the students’ results is done accordingly to the ECTS. The final grade for the course is formed at the end of the course on the basis of the assessment of a written test on some topics from the course content, as well as on the basis of the assessment of the student's independent (extra-curricular) work.

Final grade calculation is done by using a 6-point rating scale: the rating 6 equals level A on ECTS; the rating 5 equals level B on ECTS; the rating 4 equals level C on ECTS; the rating 3 equals level D on ECTS; the rating 2 equals level E on ECTS.

## PSYCHOLOGICAL MEASUREMENTS

**ECTS credits:** 4

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Prof. Stanislava Stoyanova, Ph.D., Department of Psychology

Email: [avka@swu.bg](mailto:avka@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

**Annotation:**

The goals of the course “Psychological measurements” are: the basic terms of psychological measurement and assessment to be clarified; the whole process of construction of a psychological test to be presented; the skills to be formed for application of psychological tests in the spheres of the clinical practice, education and staff selection; the skills to be



formed for conducting computer testing; the skills to be formed for presenting the results from a psychological study in the form of a scientific paper; the professional ethics requirements of the psychological activity to be known and applied.

**Content of the course:**

The course in “Psychological measurements” includes the following modules of content: 1) process of measurement; 2) construction of a psychological test; 3) typology of psychological tests; 4) applied aspects of psychological testing – in clinical practice, school environment, staff selection; computer testing; 5) unidimensional and multidimensional scaling in psychology.

**Teaching and assessment method:**

The lectures are held by means of the use of contemporary technical equipment as multimedia, software, models, and interactive methods. The practical exercises are held in the laboratories. The students’ extra-curricular activity represents preparation and presentation of a scientific research; conducting psychological studies; testing; summarizing of articles and book chapters; essays on topics related to personal experiences and observations; analysis of cases; adaptation of a test.

Assessment of the students’ results is done accordingly to the ECTS. The final grade for the course is formed at the end of the course on the basis of the assessment of a written test on some topics from the course content, as well as on the basis of the assessment of the student's independent (extra-curricular) work.

Final grade calculation is done by using a 6-point rating scale: the rating 6 equals level A on ECTS; the rating 5 equals level B on ECTS; the rating 4 equals level C on ECTS; the rating 3 equals level D on ECTS; the rating 2 equals level E on ECTS.

## **FUNDAMENTALS OF MANAGEMENT**

**ECTS credits:** 5

**Assessment:** exam

**Semester:** III

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Ivan Krastev, Ph.D., Department of Psychology

Email: [iv.krestev@swu.bg](mailto:iv.krestev@swu.bg)

**Hours:** 45 lectures + 15 seminars

**Type of exam:** written

**Annotation:**

The course "Fundamentals of Management" aims to familiarize students with the psychological patterns underlying the behavior of managers and participants within the management system. Students will learn about the processes of joint activity, factors influencing its effectiveness, and the impact of management based on psychological principles. By the end of the course, students will be able to analyze and compare the conceptual frameworks of organization and management, evaluate the potential for changing individual and group behaviors, and apply interpersonal communication skills and social influence techniques in management practice.

**Content of the course:**

The course views the organization as an open system that interacts with its external environment through three main processes: acquiring resources, transforming those resources into products, and marketing the products externally. Different types of organizations—such as small, large, private, public, research, and manufacturing—exhibit various management

approaches, taking into account their respective life cycle stages. The key elements of any organization are its people—the most valuable resource—the tasks they perform, and management, which directs their efforts and creativity toward achieving organizational goals. The course emphasizes the role of management as a critical factor in organizational efficiency and development.

**Teaching and assessment method:**

Student performance in various academic disciplines is assessed in accordance with a credit transfer and accumulation system. The final grade for each course is determined at the end of the semester based on the grade received for a written exam on a topic covered in the lectures and the grade for the student's independent (out-of-class) work.

## **PSYCHOLOGY OF CAREER GUIDE AND MANAGEMENT CONSULTING**

**ECTS credits:** 5

**Assessment:** exam

**Semester:** III

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Bilyana Yordanova, Ph.D., Department of Psychology

Email : [b\\_iordanova@swu.bg](mailto:b_iordanova@swu.bg)

**Hours:** 30 lectures + 30 seminars

**Type of exam:** written

**Annotation:**

Studying the discipline "Psychology of Career Guide and Management Consulting" is essential for effective management in educational, production, and institutional systems. This discipline provides both theoretical knowledge and practical skills necessary for guiding young people toward appropriate educational and professional paths. Such guide is crucial for achieving socio-economic stability and development, especially in contexts characterized by high unemployment and a market economy. Students will become familiar with the role of management consulting as a tool to assist individuals in aligning their personal and professional characteristics with the requirements of specific professions, thereby facilitating their professional realization.

**Content of the course:**

The course includes the following modules: 1) Career guide as a system and its components. 2) The historical development and stages of career guide in Bulgaria. 3) Basic methods, approaches, and concepts in career guide. 4) Psychological aspects of career information and communication in student guide.

**Teaching and assessment method:**

Assessment of students' results during the course of study is conducted in accordance with the system of credit transfer and accumulation. The final grade for each discipline is determined at the end of the semester based on the grade received for a written response to a question on a topic covered in lectures, as well as the grade for the student's independent (out-of-class) work.

## **PSYCHOLOGY OF BUSINESS COMMUNICATION**

**ECTS credits:** 5

**Assessment:** exam

**Hours:** 30 lectures + 30 seminars

**Type of exam:** written



**Semester: III**

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer: Chief Assist. Prof. Gergana Stanoeva, Ph.D.,** Department of Psychology

Email : [gerystanoeva@swu.bg](mailto:gerystanoeva@swu.bg)

**Annotation:**

The course "Psychology of Business Communication" examines the processes and mechanisms underlying effective interaction among participants in business relations. Communication within a business environment is a complex socio-psychological process involving the exchange of information through various forms and channels—both written and oral. Effective communication is essential for achieving desired responses and results, as well as supporting the functioning and development of institutions and organizations. The course explores the principles, forms, and features of business communication, along with the psychological factors that influence successful communication and management processes.

**Content of the course:**

Course content: The course "Psychology of Business Communication" covers the following main topics: 1) Theoretical foundations and forms of business communication, principles of business contacts. 2) Possibilities and features of business documents and oral communication. 3) Psychological aspects of the communication process in management and organizations. 4) Strategies and techniques for effective business communication, including the development of interpersonal skills and feedback skills. 5) Analysis and management of conflicts in business communication.

The discipline aims to develop knowledge and skills for building effective business contacts, improving communication habits, and mastering the psychological aspects important for successful business activity.

**Teaching and assessment method:**

The assessment of the results achieved by students in the process of learning in the various academic disciplines is carried out in accordance with the system of transfer and accumulation of credits. The final grade for each academic discipline is formed at the end of the course of study based on the grade received on a written answer to a question on a topic studied in the lecture course, and the grade from the student's independent (out-of-class) work.

## **PSYCHOLOGY OF ECONOMIC POWER**

**ECTS credits: 5**

**Assessment:** exam

**Semester: III**

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer: Assoc. Prof. Bilyana Yordanova, Ph.D.,** Department of Psychology

Email : [b\\_iordanova@swu.bg](mailto:b_iordanova@swu.bg)

**Hours:** 45 lectures + 15 seminars

**Type of exam:** written

**Annotation:**

The objectives of this course are to develop students' in-depth understanding of the fundamental concepts and theoretical models related to the psychology of economic power, economic dependence and independence, as well as phenomena such as unemployment and

poverty. The curriculum also aims to cultivate skills in analyzing and evaluating power dynamics and individual behavior in economically relevant situations, as well as to enhance competencies in applying research methods to diagnose personal attitudes toward economic dependence or independence.

**Content of the course:**

The "Psychology of Economic Power" course covers the following modules: 1) Theories and models of the psychological aspects of power, economic dependence, and independence. 2) Personal characteristics and psychological features that are prerequisites for establishing and maintaining power relations and economic dependence or independence. 3) Psychological aspects of unemployment and poverty, including their impact on individuals and society.

**Teaching and assessment method:**

Student achievement in various academic disciplines is evaluated according to a credit transfer and accumulation system. The final grade for each course is determined at the end of the semester based on the grade received for a written response to a question related to the lecture topics, as well as the grade for the student's independent (out-of-class) work.

## **MANAGEMENT OF CONSUMER BEHAVIOR**

**ECTS credits:** 4

**Assessment:** exam

**Semester:** III

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Ivan Krastev, Ph.D., Department of Psychology

Email : [iv.krastev@swu.bg](mailto:iv.krastev@swu.bg)

**Hours:** 30 lectures + 15 seminars

**Type of exam:** written

**Annotation:**

The objectives of the course focus on developing a comprehensive understanding and mastery of the key aspects of consumer psychology. Students gain knowledge of fundamental concepts and theories in the field, along with modern research methods and multi-attribute models used to analyze consumer behavior. The course emphasizes understanding individual differences, psychological processes, and the factors that influence purchase decisions. Additionally, it aims to develop practical skills for implementing marketing strategies that effectively influence consumer behavior.

**Content of the course:**

The course covers the following main modules: 1) Consumer personality - characteristics, typologies and psychological aspects; 2) Consumer behavior - processes, motivations and factors influencing purchasing decisions; 3) Marketing strategy for managing consumer behavior - methods, techniques and practical approaches to influence consumers and optimize marketing campaigns.

**Teaching and assessment method:**

Student achievement in various academic disciplines is evaluated according to a credit transfer and accumulation system. The final grade for each course is determined at the end of the semester based on the grade received for a written response to a question related to the lecture topics, as well as the grade for the student's independent (out-of-class) work.

## PSYCHOLOGICAL BUSINESS CONSULTING

**ECTS credits:** 2

**Assessment:** exam

**Semester:** IV

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Natasha Angelova, Ph.D., Department of Psychology

Email : [natasha\\_v@swu.bg](mailto:natasha_v@swu.bg)

**Annotation:**

Objectives of the course: To define the essence, features, main factors and conditions determining the processes of business consulting; 2) To identify the primary roles of consultants and client organizations; 3) To provide a comprehensive analysis and assessment of the generic characteristics, approaches and fundamental concepts for managing the consulting process; 4) To derive and interpret the substantive and technological features of the systemic approach in the context of managing the consulting process; 5) To present the main technological tools for increasing the effectiveness of the approaches and processes used in business consulting; 6) To determine the main requirements for managers, for organizational design and resource provision, with a view to the qualitative implementation of quality management strategies; 7) To familiarize students with the fundamental approaches, methods and procedures for formulating, selecting, developing, implementing, controlling and evaluating consulting activities.

**Content of the course:**

1) The essence, features, main factors, and conditions determining the processes of business consulting; 2) The primary roles of consultants; 3) Generic characteristics, approaches and basic concepts for managing the consulting process; 4) The content and technological features of the systemic approach in the context of business consulting; 5) The main tools for increasing the effectiveness of the approaches and processes used in business consulting; 6) The fundamental approaches, methods and procedures for formulating, selecting, developing, implementing, controlling and evaluating consulting activities.

**Teaching and assessment method:**

The assessment of the results achieved by students in the process of learning in various academic disciplines is carried out by the system for transfer and accumulation of credits. The final grade for each course is formed at the end of the course of study based on the grade received on a written answer to a question on a topic studied in the lecture course and the grade from the student's independent (out-of-class) work.

## ORGANIZATIONAL BEHAVIOR AND LEADERSHIP

**ECTS credits:** 2

**Assessment:** exam

**Semester:** IV

**Methodical guide:**

**Department of Psychology**

**Hours:** 30 lectures

**Type of exam:** written

Faculty of Philosophy

**Lecturer: Chief Assist. Prof. Gergana Stanoeva, Ph.D.,** Department of Psychology

Email : [gerystanoeva@swu.bg](mailto:gerystanoeva@swu.bg)

**Annotation:**

The objectives of the course "Organizational Behavior and Leadership" are for students to receive systematized information on some of the many theories of leadership in chronological order – from the earliest theories to the latest complex models. At the modern stage of the development of business relations, leadership is primarily related to the needs of a particular moment or situation. One of the main theoretical problems is to discover and clarify the parameters and characteristics of situations that predetermine one or another type of leadership behavior. Taking them into account will allow organizations to be more effective in their market behavior and development. The proposed interventions to improve leadership effectiveness depend on the assumptions of theories of leadership behavior.

**Content of the course:**

This course is related to the discussion of the problems of influence, power, politics and transcultural management. In the research field of leadership, various theoretical views have been formed, interpreting it as an element of human nature and its behavioral characteristics. They could be summarized in three directions: theories of leadership qualities; theories of leadership behavior styles; theories of leadership as a psychological phenomenon. The course is consistent with the psychological issues in the disciplines of social psychology and organizational psychology.

**Teaching and assessment method:**

Student achievement in various academic disciplines is evaluated according to a credit transfer and accumulation system. The final grade for each course is determined at the end of the semester based on the grade received for a written response to a question related to the lecture topics, as well as the grade for the student's independent (out-of-class) work.

## PROFESSIONAL COACHING

**ECTS credits:** 2

**Assessment:** exam

**Semester:** IV

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer: Assoc. Prof. Bilyana Yordanova, Ph.D.,** Department of Psychology

Email : [b\\_iordanova@swu.bg](mailto:b_iordanova@swu.bg)

**Hours:** 20 lectures + 10 seminars

**Type of exam:** written

**Annotation:**

The Professional Coaching course aims to equip students with the theoretical knowledge and practical skills necessary for effective professional development as coaches and psychologists across various work environments. The learning process fosters the development of competencies in applying coaching techniques, communication skills, and psychodynamic approaches to enhance personal and organizational effectiveness.

**Content of the course:**

The curriculum is designed to integrate both substantive and procedural aspects of professional coaching, with a focus on managerial and executive roles. Particular emphasis is placed on the importance of mental regulation and self-regulation as key factors for achieving

personal growth and organizational success. Developing these skills is essential for improving individual performance and overall organizational effectiveness, thereby supporting the achievement of broader institutional goals.

**Teaching and assessment method:**

Student performance in various academic disciplines is assessed in accordance with the credit transfer and accumulation system. The final grade for each course is determined at the end of the academic term based on the grade received for a written response to a question related to the lecture topics, as well as the grade for the student's independent (out-of-class) work.

## **NEGOTIATION, CONFLICT RESOLUTION AND MEDIATION**

**ECTS credits:** 2

**Assessment:** exam

**Semester:** IV

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Chief Assist. Prof. Nikolay Ivanchev, Ph.D., Department of Psychology

Email : [nikyart@swu.bg](mailto:nikyart@swu.bg)

**Hours:** 30 lectures

**Type of exam:** written

**Annotation:**

The academic discipline of Negotiation, Conflict Resolution, and Mediation aims to provide knowledge about the psychological characteristics of various social conflicts, including the patterns of their emergence, progression, and potential resolutions. It also seeks to reveal the psychological traits of the individuals involved in these conflicts.

**Content of the course:**

This course provides an overview of the psychological conditions necessary for effective negotiations. It explores the specific features of the negotiation process, including methods of establishing initial contact and the types of reactions that manifest when presenting a problem. The material relates to the unique aspects of negotiations, addressing issues such as argumentation strategies, organization, and emphasis. Additionally, the course highlights tactical approaches that negotiators should follow to resolve conflicts successfully.

**Teaching and assessment method:**

Student performance in various academic disciplines is assessed in accordance with the credit transfer and accumulation system. The final grade for each course is determined at the end of the academic term based on the grade received for a written response to a question related to the lecture topics, as well as the grade for the student's independent (out-of-class) work.

## **PRACTICAL INTERNSHIP**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** IV

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Chief. Assist. Prof. Simona Nikolova, Ph.D., Department of Psychology

Email : [simona.nikolova@swu.bg](mailto:simona.nikolova@swu.bg)

**Hours:** 45 practical exercises

**Type of exam:** written

**Annotation:**

Students enrolled in the Master's program are required to complete a mandatory practical internship during the first semester. The purpose of this internship is to familiarize students with the work of practicing specialists in a real professional environment and to enable them to perform supervised activities aligned with the content of their Master's training.

**Content of the course:**

The internship is conducted according to a schedule that has been previously developed and approved by the Rector's order. Both the institutions and the primary mentors within them are selected by the departmental council of the Department of Psychology. Each student independently chooses their placement institution. Throughout the internship, the supervisor ensures Methodical support, monitors the student's attendance, oversees the completion of tasks assigned by the mentor, and helps the student acquire professional skills and competencies. The entire process is documented in a personal internship booklet for each student. The booklet is filled out by the student, stamped by the inspector in the educational department, and signed by the internship supervisor, the head of the placement institution, and the primary mentor. The booklet records each lesson, the assigned task, and the mentor's evaluation in chronological order.

**Teaching and assessment method:**

Upon completing the internship, the student, with their completed internship booklet, takes an exam to evaluate their performance. The exam includes a defense of the knowledge and skills acquired during the internship. At the end of the internship booklet, there are two questionnaires—one for the student and one for the primary mentor—where they provide their assessments, opinions about the internship, and suggestions for its improvement.

## **ELECTIVE COURSES**

### **EVOLUTIONARY PSYCHOLOGY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assist. Prof. Blagovesta Dafkova, Ph.D., Department of Psychology

**Email:** [bl.dafkova@swu.bg](mailto:bl.dafkova@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

**Annotation:**

The course in Evolutionary Psychology includes the following content modules:

- 1) Methodical issues;
- 2) Mental processes;
- 3) Mental actions.

**Content of the course:**

The aim of this course is to clarify fundamental questions related to the emergence, nature, and development of the psyche, to reveal the progressive evolution of mental processes, and to highlight the nature and specifics of various mental actions.

**Teaching and assessment method:**

The assessment of students' achievements during the course is conducted in accordance with the European Credit Transfer and Accumulation System (ECTS). The final grade is formed based on the evaluation of a written answer to a topic covered during lectures and the assessment of the student's independent (out-of-classroom) work.

## **PSYCHOLOGY OF ADULT DEVELOPMENT**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Teodor Gergov, Ph.D., Department of Psychology

Email: [teodor@swu.bg](mailto:teodor@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

### **Annotation:**

The discipline „Psychology of Adult Development“ covers topics dealing with the dynamics and changes of mental phenomena during different periods of adulthood. Their knowledge will contribute to the comprehensive knowledge of mental development throughout the life cycle. Information is provided on the factors leading to ageing and old age and the processes accompanying them. Personality development in terms of age is traced and conditioned by a multitude of individually specific and environmental circumstances. The interest in the psyche of the elderly is presupposed both by strictly scientific considerations and by humanitarian, social and demographic ones.

### **Content of the course:**

The discipline „Psychology of adult development“ includes the content modules: 1) Methodical issues; 2) peculiarities of mental processes, properties and structures; 3) psychological characteristics of age periods; 4) crises in development; 5) influence of social factors on adult development and 6) attitude to life.

### **Teaching and assessment method:**

The evaluation of the results achieved by the students in the learning process in the various academic disciplines is carried out in accordance with the system of transfer and accumulation of credits. The final grade for each academic discipline is formed at the end of the course of study based on the grade received on a written answer to a question on a topic that has been studied during the lectures and the grade from the student's independent (extracurricular) work.

## **PSYCHOLOGY AND TECHNOLOGIES**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assist. Prof. Blagovesta Dafkova, Ph.D., Department of Psychology

Email: [bl.dafkova@swu.bg](mailto:bl.dafkova@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written



**Annotation:**

"Psychology and Technologies" is an elective course intended for undergraduate students in Psychology, taught over one semester. The curriculum is structured around the integration of behavioral sciences and technical skills. The course illustrates changes in unconscious psychophysiological processes.

**Content of the course:**

Students who complete the "Psychology and Technologies" course will:

- Become familiar with accessible and practical ways to observe and improve mental health;
- Learn concepts such as heart rate, brain activity levels, sleep quality, health and biological indicators, assessed via various devices;
- Work with technical methodologies for training and rehabilitation of the nervous system in cases of speech, motor, behavioral, and mental disorders;
- Learn about various forms of integration with counseling/psychotherapy;
- Observe demonstrations of stress response tracking and emotional activation during individual or group counseling/therapy sessions;
- Be able to guide individuals on how to participate in the development and maintenance of their mental health;

**Teaching and assessment method:**

The following are assessed:

- Quality and depth of written coursework;
- Ability to present and defend course papers and their theses;
- Demonstration of knowledge, skills, and competence;
- Use of a creative approach in solving case studies;
- Ability to work independently during out-of-class activities;

Final grade: Students receive a grade on a six-point scale.

To be admitted to the semester exam, students must earn a minimum of 65 points through ongoing assessment. Otherwise, they must submit additional independent work to reach the required minimum.

## **GENDER SOCIOLOGY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Chief. Assis. Prof. Iveta Yakova, Ph.D., Department of Sociology

**Email:** [yakova@swu.bg](mailto:yakova@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

**Annotation:**

The course „Gender Sociology“ focuses on basic sociological concepts, social-psychological theories and research that contribute to clarifying the concepts of gender, gender identity and sexuality. In this way, by developing specific, universally valid terminology, the aim is to develop tolerant and non-discriminatory language necessary for communication and interaction with people of different sexes, genders and sexualities. This helps to develop empathy for sensitive issues such as violence and exploitation (and not only), ranging from unwanted contact, through sexist attitudes and actions, to rape and murder, by



building the necessary reflection (including self-reflection) for recognition and developing a strategy for dealing with the resulting situation.

**Content of the course:**

The topics covered in the course aim to rethink gender models and behaviour, gender norms and stereotypical understandings that produce and reproduce inequalities in male and female roles and positions.

In the course of study, a historical review of the male-female opposition will be conducted in order to distinguish between traditional and contemporary understandings of spaces, spheres of influence and activity, including the „glass ceiling effect“.

Students will also learn about gender socialisation, interpersonal relationships, love, marriage and cohabitation, family or career, health and reproduction, gender and violence, emancipation and feminism, and the application of sociological methods in gender studies.

The course aims to develop skills for the adequate use of gender concepts, which will help overcome stereotypical attitudes about the distribution of roles and activities of men and women in all spheres of life, from the family to the labour market.

This will reinforce attitudes of tolerance towards otherness, including gender identity and different sexualities, and will develop the practice of using measured language and avoiding discriminatory behaviour, which is one of the characteristics of education in Sociology.

**Teaching and assessment method:**

The course in „*Gender Sociology*“ concludes with a written exam in the form of a test including questions from the syllabus, covering the topics of the course material.

Students who meet the following requirements are admitted to the final exam:

o) attend and participate in the activities scheduled during the course, which is no less than two-thirds attendance at lectures;

o) have an average grade of at least Satisfactory 3 from the case studies and coursework prepared within the framework of the scheduled continuous assessment and extracurricular activities.

The final assessment is calculated as 60% for ongoing assessment and 40% for the exam.

Students who do not meet the above requirements must meet the following criteria:

o) ongoing assessment during the regular exam session and a final exam test during the resit session;

o) prepare an analysis of the content of a film, interview, report, etc., and apply a sociological method of their choice in the field during the regular session in order to take the exam in the resit session.

To this end, during the classes, they must actively participate in the activities provided for in the classroom (discussions, analyses, comments, etc.) and have received an average grade of „very good“ or „excellent“ from the ongoing assessment and coursework.

## **PSYCHOLOGY OF ADVERTISING**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Ivan Krastev, Ph.D., Department of Psychology

**Hours:** 15 lectures

**Type of exam:** written

**Email:** [iv.krestev@swu.bg](mailto:iv.krestev@swu.bg)

**Annotation:**

The Psychology of Advertising discipline sheds light on the impact on consumer attitudes and behaviour towards offered goods and services. Businesses and corporations strive to transform consumers' thinking and preferences. To achieve this goal, special attention is given to the psychological influence, mechanisms, and models of the impact of advertisements on the psyche of the potential or actual consumer. The main task of the discipline is to reveal the mechanisms of advertising impact and consumer influence. Acquainting students with the main mental determinants of the behaviour of the economic entity provides an opportunity to develop effective advertising strategies.

**Content of the course:**

The discipline deals with the main mechanisms of advertising impact, the main approaches in developing an advertising strategy, and the methods of analyzing its effectiveness. By completing the discipline, students will become familiar with the research necessary for developing an advertising strategy and the main directions of advertising's impact. Verbal and non-verbal means of achieving advertising goals and creating an advertising image are discussed.

**Teaching and assessment method:**

Training in the elective discipline „Psychology of Advertising“ is carried out through lectures and assignments of independent extracurricular projects. Teaching in this discipline is traditional and includes group work, the use of interactive learning methods, and multimedia.

The academic discipline is one semester long, and individual activity during classes and independent work results are evaluated for admission to the exam. The final grade for the discipline is formed by the grades from the independent work, the student's written work, and a written exam.

## **PSYCHOLOGY OF STRESS**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Stoil Mavrodiev, D.Sc., Department of Psychology

Email: [stoil\\_m@swu.bg](mailto:stoil_m@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

**Annotation:**

It is imperative to learn how mental processes, properties, and states of mind can positively or negatively affect health and their repercussions in people's lives. The knowledge acquired by the psychologist will allow him to be beneficial to society more purposefully and successfully. Tasks include:

- ✓ To clarify basic concepts and theories in the psychology of stress;
- ✓ To understand the nature and characteristics of stressogenic factors and concepts;
- ✓ To improve the student's skills in using research methods to assess and diagnose stressful conditions.

**Content of the course:**

The Psychology of Stress discipline includes the following content modules: Theories of stress, stressful factors and stressful conditions and professional stress.

**Teaching and assessment method:**

Students' activity in classes in that they participate, their ability to analyse and evaluate connections and dependencies between psyche and health, their ability to diagnose causes that led to health disorders, their ability to make appropriate recommendations of a psychological nature according to objective needs, to improve health, etc., will be assessed.

## **SPORTS PSYCHOLOGY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Chief. Assist Prof. Nikolay Ivanchev, Ph.D., Department of Psychology

Email: [nikyart@swu.bg](mailto:nikyart@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

**Annotation:**

The discipline „Sports Psychology“ includes a detailed presentation of the psychological structure of sports activity and the age-specific features of physical culture. The study discipline „Sports Psychology“ is a science that draws knowledge from the fields of kinesiology and psychology. It includes studying how psychological factors affect performance and how participation in sports and exercise affect psychological and physical factors. In addition to instruction and training in psychological skills to improve performance, applied sport psychology may include working with athletes, coaches, and parents regarding injury and rehabilitation, communication, team building, and career transitions.

**Content of the course:**

Basic concepts in sports psychology; The essence and features of sports psychology, the conditions for its application and its use; Both general and specific psychological characteristics of the sports activity; The causes, essence, and specificity of the phenomenological manifestations and the prognosis of the different forms of the sports activity; Basic knowledge regarding the technology of conducting a psychological diagnosis of sports activity, specialized competencies regarding the application of various psychological approaches to sports.

**Teaching and assessment method:**

Training in the optional discipline of Sports Psychology is carried out through lectures and the assignment of independent extracurricular projects. Teaching in this discipline is traditional and includes group work, the use of interactive learning methods, and multimedia.

The academic discipline is one semester long, and individual activity during classes and independent work results are evaluated for admission to the exam. The final grade for the discipline is formed by the grades from the independent work, the student's written work, and a written exam.

## **FOLK PSYCHOLOGY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Hours :** 15 lectures

**Type of exam:** written

**Methodical guide:****Department of Psychology**

Faculty of Philosophy

**Lecturer: Chief. Assist. Prof. Simona Nikolova, Ph.D.,** Department of Psychology

E-mail: [simona.nikolova@swu.bg](mailto:simona.nikolova@swu.bg)

**Annotation:**

The discipline focuses on the collective mental processes that shape the national character, cultural identity, and social attitudes of a people. Topics include ethnic stereotypes, cultural norms, myths, folklore, and their influence on individual and group consciousness.

**Content of the course:**

The course content is focused on developing in students the skills to understand and analyse cultural and psychological differences, their application in intercultural communication and social processes, and the application of folk psychological approaches in social, educational and managerial contexts. The specific features of the mentality, behavior and values of the Bulgarian people, formed over the centuries, are reflected. The lecture course is conducted using interactive teaching methods and techniques.

**Teaching and assessment method:**

The assessment of the results achieved by students in the process of learning in the various disciplines is carried out according to the transfer and accumulation of credits system. Current control includes attendance at lectures, participation in discussions, preparation of presentations, solving tasks, tests, control and coursework. Training in the discipline ends with a written exam on the course material according to the syllabus. The grade is the arithmetic average of the answers to the two questions. The final grade is the result of the grade from the ongoing control during the semester and the grade from the final exam.

## ECONOMIC PSYCHOLOGY

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Methodical guide:****Department of Psychology**

Faculty of Philosophy

**Lecturer: Assoc. Prof. Ivan Krastev, Ph.D.,** Department of Psychology

Email: [iv.krestev@swu.bg](mailto:iv.krestev@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

**Annotation:**

The discipline „Economic Psychology“ was developed based on the interdisciplinary interaction between the scientific specialties of economics and psychology. Economic psychology offers a new approach to the analysis of economic phenomena. It also examines the social conditioning of economic phenomena, the role of economic institutions in society, and the influence of organizations and social networks on economic life. It is related to the study of the psychological mechanisms of economic behaviour and economic decision-making, the role of social communities in the economy, and group interactions in economic organizations.

**Content of the course:**

The lectures cover the peculiarities of economic behaviour at the individual level. The individual's motivational structure, character, abilities, work attitudes, and job satisfaction are revealed. The theories that reveal the psychological parameters of activity and professional

suitability are examined, and the psychological mechanisms through which people's labour and market behaviour is influenced. The topics concern the psychological aspect of economic behaviour from the point of view of socio-psychological interactions and relations between individuals in social groups as subjects of economic activity. The discipline includes the study of the psychological parameters of consumer behaviour. An essential prerequisite for success in business activity is communication skills. In this aspect, the communication problems in business and some requirements and rules for conducting a business conversation are considered.

**Teaching and assessment method:**

Training in the discipline „Economic Psychology“ is carried out through lectures and assignments of independent extracurricular projects. Teaching in this discipline is traditional and includes group work, the use of interactive learning methods, and multimedia. Discussions and scientific articles are commented on during the seminar classes.

The academic discipline is one semester long, and individual activity during classes and independent work results are evaluated for admission to the exam. The final grade for the discipline is formed by the grades from the independent work, the student's written work, and a written exam.

## **PSYCHOLOGY OF ART**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Bilyana Yordanova, Ph.D., Department of Psychology

Email: [b\\_iordanova@swu.bg](mailto:b_iordanova@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

**Annotation:**

The „Psychology of Art“ discipline includes a detailed presentation of the psychological structure of artistic depiction and the age-specific features of pictorial activity. The discipline is a systematic presentation in historical terms of the main psychological concepts and discussions about the essence of art, styles in art, and aesthetic categories. The benefit of a psychological approach to artistic practice is demonstrated by presenting leading psychological interpretations of certain periods or styles in art, as in view of the academic context of which the discipline is a part, the emphasis is placed on fine art and individual characteristics of the personality.

The assessment of this discipline is by evaluating the students' answers to written questions at the end of the training course.

**Content of the course:**

Basic concepts in the psychology of art

Analysis of the artistic activity's general and specific psychological characteristics, the causes, the essence, and the specificity of the phenomenological manifestations. The prognosis of the different forms of creative activity and basic knowledge about the technology of psychological diagnosis of artistic activity.

**Teaching and assessment method:**

The training in the elective discipline „Psychology of Art“ is carried out through lectures and assignments of independent extracurricular projects. Teaching in this discipline is traditional and includes group work, the use of interactive learning methods, and multimedia.

The academic discipline is one semester long, and individual activity during classes and independent work results are evaluated for admission to the exam. The final grade for the discipline is formed by the grades from the independent work, the student's written work, and a written exam.

## **PSYCHE AND HEALTH**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** I

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Teodor Gergov, Ph.D., Department of Psychology

Email: [teodor@swu.bg](mailto:teodor@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

### **Annotation:**

This discipline covers a series of topics substantiating the interaction between the psyche and health. In the modern world, many circumstances favour health, but there are not a few challenges to its preservation. It is increasingly realized that the psyche is the integrating, guiding force in the unity of man's systems and that the functioning of all others depends on its condition. At the same time, the psyche is most vulnerable in various life circumstances. Therefore, its preservation significantly determines the general state of health of the person. This calls for special attention to the relationship between the psyche and health. By studying the course, students will become familiar with the role of mental processes in protecting and restoring health. Also, they will form skills to establish healthy behavioural patterns.

### **Content of the course:**

This discipline is based on a wide range of theoretical and practically proven positions. Information is provided on the basic concepts of the discipline „Psyche and Health“ / psyche, health, personality, mental processes, reflections, adaptation, habits, mutual relations and dependencies between psyche and health (mental, physical), conscious organization of psychophysical life and spontaneous (subject to circumstances), motives, values, etc. The overall process of interaction between psyche and health is clarified, as well as the role of mental processes and mental self-regulation in maintaining and strengthening health. Skills are formed to apply what has been learned in a real environment.

### **Teaching and assessment method:**

The assessment of the results achieved by the students in the learning process in the various academic disciplines is carried out in accordance with the system for transfer and accumulation of credits. The final grade of the discipline is formed at the end of the training course, based on the grade obtained on a written answer to a question on a topic studied in the lectures and the grade from the student's independent (extracurricular) work.

## **CLINICAL PSYCHOLOGY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Chief. Assis. Prof. Gergana Stanoeva, Ph.D., Department of Psychology

**Hours:** 15 lectures

**Type of exam:** written

**Email:** [gerystanoeva@swu.bg](mailto:gerystanoeva@swu.bg)

**Annotation:**

Clinical psychology is a branch of applied psychology focused on understanding, diagnosing, and treating mental disorders, as well as emotional and behavioral problems. It integrates theory, scientific research, and practice with the goal of improving mental health and the overall well-being of individuals. The main Methodical approaches include clinical interviews, psychodiagnostic tests, observation, and various forms of psychotherapy. There are diverse therapeutic models, among which the psychodynamic, cognitive-behavioral, and humanistic approaches stand out. Particular importance is placed on ethical principles and professional standards, which ensure conscientious and effective work with clients in various contexts – individual, group, or institutional. In the modern context, clinical psychology plays a key role in interdisciplinary teams and in the prevention of mental illnesses, with increasing attention given to cultural sensitivity and personalized interventions.

**Content of the course:**

Key topics of the course include psychopathology, assessment of mental disorders, diagnostic tools and interviews, as well as various forms of therapy, such as individual psychotherapy, family therapy, and group therapy. Special attention is given to ethical principles in clinical practice and issues related to confidentiality and working with vulnerable groups.

**Teaching and assessment method:**

The course is delivered through lectures, discussions, case analyses, and practical exercises, which will enable students to master key techniques for diagnosis and therapeutic intervention. During the course, students become familiar with real clinical situations through examples and role-playing. Assessment includes continuous evaluation, participation in discussions and seminar sessions, analysis of clinical case studies, a written project, and a final exam. The course emphasizes the development of practical skills and critical thinking in the context of clinical practice.

## **PROFFESIONAL PSYCHODIAGNOSTIC**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Prof. Stanislava Stoyanova, Ph.D., Department of Psychology

Email: [avka@swu.bg](mailto:avka@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

**Annotation:**

The course “Professional Psychodiagnostics” is studied during the sixth semester as an optional subject of the bachelor curriculum of Psychology. The workload is 30 academic hours lectures, 60 hours extra-curriculum activity and 3 credits.

**Content of the course:**

The course in “Professional Psychodiagnostics” includes the following modules of content: 1) subject and historical development of professional psychodiagnostics; 2) profession, job, career, competence and competences; 3) career guide and career counselling; 4) vocational selection. The goals of the course “Professional Psychodiagnostics” are: to be



known the difference between profession, job, and career; to be known the types of competences; to be clarified the methods of psychological diagnostics of professional suitability of candidates for different occupations; to be formed skills for professional guide, professional counselling and professional selection; to be formed skills for preparation of professiograms.

The lectures are held by means of the use of contemporary technical equipment as multimedia, software, models, etc. Interactive methods are also used.

**Teaching and assessment method:**

The students' extra-curriculum activity represents preparation and presentation of scientific research; conducting psychological studies; testing; summarizing of articles and book chapters; essays on topics related to personal experiences and observations; analysis of cases; adaptation of a test. Assessment of the students' results is done accordingly to the ECTS. The final grade for the course is formed at the end of the course on the basis of the assessment of a written test on some topics from the course content, as well as on the basis of the assessment of the student's independent (extra-curricular) work. Final grade calculation is done by using a 6-point rating scale: the rating 6 equals level A on ECTS; the rating 5 equals level B on ECTS; the rating 4 equals level C on ECTS; the rating 3 equals level D on ECTS; the rating 2 equals level E on ECTS.

## **POLITICAL PSYCHOLOGY**

**CTS credits:** 3

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assist. Prof. Iva Dimitrova, Ph.D., Department of Psychology

Email: [idimitrova@swu.bg](mailto:idimitrova@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

**Annotation:**

The primary academic and research objective of the course is to trace the genesis and historical development of the principles, political practices, and the rule of law underpinning democracy across the centuries. The course provides an analytical perspective on the political sociology of modern societies, with a particular emphasis on the formation and functioning of Bulgarian modern democracy throughout the country's sovereign history. It also examines the initial attempts at the emergence of Bulgarian civil society

**Content of the course:**

The lecture course explores and debates national doctrines involved in establishing the foundations of modern democracy. It analyzes the processes through which democratic principles become firmly embedded within society. A central component of the course is the examination of the national constitution in relation to the formation and operation of political systems.

**Teaching and assessment method:**

Instruction is delivered through lectures supported by multimedia tools. Emphasis is placed on active student participation and the application of acquired knowledge in practical contexts.

Assessment of students' performance is conducted in accordance with the European Credit Transfer and Accumulation System (ECTS). It includes continuous assessment based on participation, practical assignments, and tests, as well as evaluation of independent (out-of-class) work. The final grade is determined at the end of the course, based on the results of a



written examination covering the lecture material and the continuous assessment. This comprehensive evaluation approach is designed to measure both theoretical knowledge and analytical thinking, as well as the ability to apply acquired competencies in real-world scenarios.

## **PSYCHOLOGY OF SEXUALITY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assist. Prof. Nikolay Ivanchev, Ph.D., Department of Psychology

E-mail: [nikyart@swu.bg](mailto:nikyart@swu.bg)

**Hours:** 15 lectures

**Type of exam:** Written

### **Annotation:**

This course aims to broaden students' understanding of the diverse nature and structure of human sexuality, including sexual dysfunctions, identity, and culture. It emphasizes biological, psychological, and social factors. The course adopts a multidimensional perspective because sexuality is a fundamental drive that plays a central role in our intimate behavior and interpersonal interactions. Students will be introduced to the broad spectrum of human sexuality and related topics such as the development of sexual behavior and its changes throughout the lifespan, historical and contemporary views on the psychology of sex, the role of sexuality in daily life, interactions between individuals, and attitudes related to sexual preferences. They will also learn how psychologists study human sexuality, as well as how theories and public attitudes towards sexuality and human sexual behavior develop.

### **Content of the course:**

1) Introduction to the subject; emergence and development of sexuality. 2) Mental and psychological aspects of gender. 3) Features of child and adolescent sexuality. 4) Characteristics of sexuality in adulthood. 5) Sexuality during involution and old age. 6) Psychopathology of sexuality and types of sexual disorders. 7) Quantitative and qualitative sexual dysfunctions. 8) Personal characteristics associated with the occurrence of sexual dysfunctions. 9) Sexual education and upbringing.

### **Teaching and assessment method:**

The training in the elective course Psychology of Sexuality is carried out through lectures and assignment of independent extracurricular projects. The lecture course is traditional and includes group work, use of interactive teaching methods and multimedia. The course lasts one semester, and students are evaluated based on their participation during classes and the results of independent work. The final grade combines scores from individual contributions and written assignments and is awarded after successful completion of a written examination.

## **BUSINESS PSYCHOLOGY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Hours:** 15 lectures

**Type of exam:** written

**Lecturer:** Assoc. Prof. Ivan Krastev, Ph.D., Department of Psychology  
**Email:** [iv.krestev@swu.bg](mailto:iv.krestev@swu.bg)

**Annotation:**

The discipline „Business Psychology“ aims to familiarise students with the areas of application of business psychology, with the psychological aspects in the various spheres of business relations, advertising, business communication, business motivation, etc.

**Content of the course:**

It studies the peculiarities of the personality of the manager and the entrepreneur as organizers and innovators in economic activity. In addition, business psychology deals with the regularities and practical guidelines of business negotiations with business partners, emphasizing various training with a particular psychological focus.

**Teaching and assessment method:**

The evaluation of the results achieved by the students in the learning process in the various academic disciplines is carried out in accordance with the system of transfer and accumulation of credits. The final grade for each academic discipline is formed at the end of the course of study based on the grade received on a written answer to a question on a topic that has been studied during the lectures and the grade from the student's independent (extracurricular) work.

## **PSYCHOTHERAPEUTIC TECHNIQUES AND COUNSELING**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assis. Prof. Iva Koprinkova-Ilieva, Ph.D., Department of Psychology

**Email:** [ivakoprinkova@swu.bg](mailto:ivakoprinkova@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

**Annotation:**

The academic discipline “Psychotherapeutic Techniques and Counseling” is a branch of applied psychology. The goal of the course is for students to:

1. Acquire knowledge of the main types of psychotherapeutic techniques – their essence, similarities and differences, as well as their areas of application;
2. Understand the main stages involved in every therapeutic process and develop skills for the practical application of psychotherapeutic methods in general, and of specific therapies in particular, in modern society.

**Content of the course:**

The theoretical nature of the course “Psychotherapeutic Techniques and Counseling” requires the lecture material to be organized into the following main modules:

1. Fundamental aspects of the therapeutic process;
2. Coping techniques;
3. Application of the psychotherapeutic method in contemporary society.

**Teaching and assessment method:**

The assessment of the results achieved in the training process is consistent with the system for accumulation and transfer of credits. The continuous assessment, required for admission to the final exam, includes attendance at least two-thirds of the lectures,

participation in discussions and role-playing exercises (in-class activities), as well as the completion of practical tasks such as case analyses, preparation and presentation of coursework – written assignments (in-class and extracurricular activities). Students who do not meet the specific requirements must take a remedial exam directly and develop more questions on the exam. Additional assignments may be given during the semester to allow students to participate in the regular exam session. The exam is written and includes questions from the syllabus. The final grade in the course is based on the sum of the continuous assessment and the final exam grade.

## **FOUNDATION OF PSYCHOANALYSIS**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** II

**Department involved:**

**Department Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Gergana Popova, Ph.D., Department Philosophical and Political Sciences

E-mail: [gerp@swu.bg](mailto:gerp@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

### **Annotation:**

"Foundation of Psychoanalysis" is an elective course, scheduled for the second semester of the Master's program for non-specialists. It deals with the most general problems of psychoanalysis: directions in psychoanalysis; basic concepts of the Oedipus complex, defense mechanisms, forms of manifestation of the unconscious.

### **Content of the course:**

Main directions in psychoanalysis; Freud: basic concepts and problems, structure of personality, phases of sexuality, Oedipus complex, defense mechanisms, neuroses, psychoanalysis as a treatment method, ideas about cultural-historical development; A. Adler: individual psychology; complex theory; K. Jung: analytical psychology, theory of archetypes; child psychoanalysis: Anna Freud, Melanie Klein; neo-freudianism: Herbert Marcuse, Erich Fromm..

### **Teaching and assessment method:**

The evaluation of the results achieved by the students in the learning process in the various academic disciplines is carried out in accordance with the system of transfer and accumulation of credits. The final grade for each academic discipline is formed at the end of the course of study based on the grade received on a written answer to a question on a topic studied in the lecture course, and the grade from the student's individual (extracurricular) work.

## **PSYCHOLOGY OF FAMILY RELATIONSHIPS**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Natasha Angelova, Ph.D., Department of Psychology

**Hours:** 15 lectures

**Type of exam:** written

Email: [natasha\\_v@swu.bg](mailto:natasha_v@swu.bg)

**Annotation:**

The study discipline „Psychology of family relationships“ covers the problems of the emergence and establishment of the family as a social unit. As an object of scientific research, study and substantive analysis of the academic discipline are the place, meaning, and functions of the individuals (elements) in the family, tracked in an onto- and phylogenetic plan.

**Content of the course:**

Through this discipline, students have the opportunity to rediscover -in a new way- their life knowledge about the essence of the family and the family interactions that take place in it. Through ongoing topics and life situations, students are introduced to and get familiar with the importance of the mental processes, qualities, and peculiarities of each of the parties in the „family“ system; on the importance of psychological skills characterizing the relationships between:

- spouses, seen as persons of different gender and age;
- between the man and the woman from the position of parents;
- between parents and their children;
- between the children themselves, taking into account their gender and place in the family in the order of their birth.

At the end of the course, students will not only receive the necessary theoretical knowledge about interpersonal relationships in the family but will also have formed enough habits and skills to work with various test questionnaires for psychological research on marriage satisfaction, the attitude of parents towards children and family relations, sexual satisfaction as a factor for effective interpersonal relations, etc.

Through relevant topics and exercises specially organized for the purpose, students will be able to acquire knowledge and form psychological skills in themselves, to reveal the interrelationship between mental processes and temperament, character, anxiety, aggressiveness, and other personal characteristics, which are essential internal determinants of mental regulation and self-regulation of personal behaviour and family relations in general.

**Teaching and assessment method:**

The evaluation of the discipline is formed by the sum of the evaluations of the participation in classroom work and out of classroom work during the semester.

Students who

- have attended at least two-thirds of the lectures;
- they appeared for a test or control (with a grade of more than „poor“), and
- have developed a Summary: (example topics are attached at the end of the program), will be allowed to participate in the final exam.

Those who do not meet these requirements:

- will appear directly for a remedial exam;
- develop more exam questions;
- or they are given extra assignments within the semester to attend the regular first session.

The exam is written. It includes two questions from the outline. The grade is the arithmetic mean of the answers to the two questions. The final grade is the result of the assessment of ongoing control during the semester and the final exam assessment.

## **PSYCHOLOGY OF CREATIVITY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Bilyana Yordanova, Ph.D., Department of Psychology

Email: [b\\_iordanova@swu.bg](mailto:b_iordanova@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

**Annotation:**

The Psychology of Creativity discipline covers basic knowledge of the psychological constructs and theories underlying creativity as a special field of psychology emerging in the 21st century. The topics examine creative activity: 1) in terms of abilities, qualities, traits, attitudes, motivations, emotions, cognitive styles, and structures that belong to the subjective world and 2) in the space of the personality's relationship with the sociocultural context. This expanded understanding of creativity opens up possibilities for making sense of creativity in a much broader context in which the individual dimension is only one of the possible ones. The understanding of creativity is based on a systemic approach that overcomes the attempt to confine creativity to the boundary of the individual.

**Content of the course:**

Students learn to interpret creativity as necessary for life in modern society, the main characteristic of which is change, because through creativity, individuals are able to perform adequate actions when the surrounding world changes and when problems arise. Moreover, creativity allows one not only to react flexibly but also to turn the personality into an active generator of changes (for practical needs or for pleasure) - a quality inherent only to man. The effective function of creativity is to transform the world through it, and in it the person's development also takes place. Creative manifestations may not lead to a new and socially significant product in the absolute sense of the word. However, they are important for developing personality because they develop the prerequisites for creativity in solving problems in everyday life and work and for innovation in science and art.

**Teaching and assessment method:**

The training in the elective discipline „Psychology of creativity“ is carried out through lectures and assignments of independent extracurricular projects. Teaching in this discipline is traditional and includes group work, the use of interactive learning methods, and multimedia.

The academic discipline is one semester long, and individual activity during classes and independent work results are evaluated for admission to the exam. The final grade for the discipline is formed by the grades from the independent work, the student's written work, and a written exam.

## **PSYCHOLOGY OF FASHION**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Chief. Assis. Prof. Simona Nikolova, Ph.D., Department of Psychology

Email: [simona.nikolova@swu.bg](mailto:simona.nikolova@swu.bg)

**Hours:** 15 lectures

**Type of exam:** written

**Annotation:**

The discipline " Psychology of Fashion " provides knowledge reflecting various areas of cognitive psychology. It includes explanations of the perception of the fashion process in the context of psycho-social terms of the historical and contemporary dimensions of fashion trends. The course contributes to familiarization with the psychological aspects of fashion such as non-verbal communication and symbolic interaction.

**Content of the course:**

Through the lecture course, students have the opportunity to become familiar with the basic concepts, theories, tasks and methods of fashion psychology; to acquire theoretical knowledge and skills for recognizing emotions, group affiliation, culture, and identity; to acquire knowledge and form skills for revealing the relationship, on the one hand, between cognitive and emotional mental processes, on the other - between them and society, updated in the fashion trend; to acquire knowledge about the cognitive and socio-psychological aspects of decision-making in the search for fashion products; to master the movement of changes in the fashion environment and the factors that drive these changes; to expand theoretical knowledge and discover the impact of fashion on society; to build skills for analysis and synthesis of the main characteristics determining trends in fashion; studying the uniqueness and specificity of the psychology of fashion.

**Teaching and assessment method:**

The assessment of the results achieved by students in the process of learning in the various disciplines is carried out according to the transfer and accumulation of credits system. Current control includes attendance at lectures, participation in discussions, preparation of presentations, solving tasks, tests, control and coursework. Training in the discipline ends with a written exam on the course material according to the syllabus. The grade is the arithmetic average of the answers to the two questions. The final grade is the result of the grade from the ongoing control during the semester and the grade from the final exam.

## **INTERCULTURAL PSYCHOLOGY**

**ECTS credits:** 3**Assessment:** exam**Semester:** II**Methodical guide:****Department of Psychology**

Faculty of Philosophy

**Lecturer:** Chief. Assis. Prof. Simona Nikolova, Ph.D., Department of PsychologyEmail: [simona.nikolova@swu.bg](mailto:simona.nikolova@swu.bg)**Hours:** 15 lectures**Type of exam:** written**Annotation:**

The discipline of Intercultural Psychology aims to decipher the complex ways in which cultural factors influence human behavior and cognition. This field offers a deep understanding of the diversity and universality of psychological processes, providing valuable insights into how people from different cultural backgrounds perceive, think, and interact. This includes, but is not limited to, the study of culture-related differences in personality, emotion and emotional expression, self-esteem, cognitive styles, and so on. The range of research topics within cross-cultural psychology is vast and multidimensional, reflecting the crucial role it plays in addressing the complexity of human behavior in today's increasingly globalized world. By exploring these topics, researchers and students can shed light on the nuanced interactions between culture and psychology, contributing significantly to the



advancement of psychological science and the promotion of cross-cultural understanding. With the growing need for psychology and mental health worldwide, cross-cultural psychology is becoming an increasingly recognized discipline. Focusing on communication and collaboration between people around the world in teaching, research, practice, and public service.

**Content of the course:**

The course content is focused on the development and improvement of professional competence, through the acquisition of theoretical knowledge and practical skills to improve international relations, address global problems, promote social justice, build capacity and assess cultural interdependence, and implement effective professional preparation for future realization.

**Teaching and assessment method:**

The assessment of the results achieved by students in the process of learning in the various disciplines is carried out according to the transfer and accumulation of credits system. Current control includes attendance at lectures, participation in discussions, preparation of presentations, solving tasks, tests, control and coursework. Training in the discipline ends with a written exam on the course material according to the syllabus. The grade is the arithmetic average of the answers to the two questions. The final grade is the result of the grade from the ongoing control during the semester and the grade from the final exam.

## **PSYCHOLOGY OF EMPLOYMENT**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** III

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Chief Assist Prof. Nikolay Ivanchev, Ph.D., Department of Psychology

Email: [nikyart@swu.bg](mailto:nikyart@swu.bg)

**Hours:** 30 lectures

**Type of exam:** written

**Annotation:**

The course Psychology of Employment examines the psychological aspects related to the management and motivation of employees, as well as the influence of the work environment on efficiency and satisfaction. The course analyzes the factors that shape the work attitudes, behavior and professional development of employees. Particular attention is paid to the psychosocial aspects of employment and their relationship with organizational culture and management practices.

**Content of the course:**

The course includes the following thematic areas: 1) Fundamentals of work psychology and work motivation. 2) Influence of psychological factors on work efficiency. 3) Psychological aspects of communication and interaction in the team. 4) Stress management and mental health in the workplace. 5) Development of professional competence and career development. 6) Opportunities for the application of psychological methods in personnel selection and assessment. 7) Analysis of work motivation and satisfaction as factors for retention and productivity. 8) Relationship between organizational culture and psychological well-being of employees.

**Teaching and assessment method:**



Student performance in various academic disciplines is evaluated according to the credit transfer and accumulation system. The final grade for each course is determined at the end of the academic period based on the grade received for a written exam on a topic covered in lectures and the grade for the student's independent (out-of-class) work.

## **FINANCIAL PSYCHOLOGY**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** III

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Bilyana Yordanova, Ph.D., Department of Psychology

Email: [b.iordanova@swu.bg](mailto:b.iordanova@swu.bg)

**Hours:** 30 lectures

**Type of exam:** written

### **Annotation:**

The aim of the course is to enhance students' financial awareness by examining their daily spending habits. Students will learn how to use financial services responsibly without falling into excessive debt, as well as how to manage personal and family budgets wisely. The course will also help develop skills to assess the risks associated with taking out loans and credits. Studies indicate that the main reasons for high levels of debt are a lack of financial planning, high interest rates on loans, and borrowing from informal lenders. Through this training, students will gain the skills to manage their finances more effectively, avoid unnecessary debt, and make informed decisions in financial matters.

### **Content of the course:**

The course covers a wide range of topics, including: 1) Understanding income and expenses. 2) Distinguishing between needs and wants. 3) Creating and managing a family budget. 4) Preventing budget holes and unnecessary spending. 5) Effective shopping and cost control practices. 6) Setting financial goals and the basics of saving. 7) Savings opportunities and products in financial institutions (e.g. savings accounts). 8) Managing debt and understanding the real cost of credit. 9) Criteria for choosing a lender and type of loan. 10) Strategies for controlling and optimizing debt, as well as avoiding excessive debt.

The course aims to develop students' financial planning skills, critical thinking when making financial decisions, and increase their financial literacy.

### **Teaching and assessment method:**

Student performance in various academic disciplines is evaluated according to the credit transfer and accumulation system. The final grade for each course is determined at the end of the academic period based on the grade received for a written exam on a topic covered in lectures and the grade for the student's independent (out-of-class) work.

## **PSYCHOLOGY OF INTERPERSONAL COMMUNICATIONS**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** III

**Methodical guide:**

**Department of Psychology**

**Hours:** 30 lectures

**Type of exam:** written

Faculty of Philosophy

**Lecturer: Chief Assist. Prof. Gergana Stanoeva, Ph.D.,** Department of Psychology

Email: [gerystanoeva@swu.bg](mailto:gerystanoeva@swu.bg)

**Annotation:**

The lecture course on Psychology of Interpersonal Communication introduces students to the essence of the main theoretical considerations about personality, communication, interpersonal communication and their role in ensuring productivity in activities, business and emotional relationships; a differentiated systematization of the main concepts related to the problems related to interpersonal communication is proposed. The goals and objectives of the course are aimed at students mastering a certain system of theoretical knowledge in the field of psychology of interpersonal communication, to make sense of them in accordance with modern requirements for professional training, cooperation skills; formation of positive stereotypes for business and emotional communication; striving for respect for the personality of others and one's own personal prestige.

**Content of the course:**

At the cognitive-motivational level – students should learn, understand and analyze certain psychological information, the main concepts included in the course on Psychology of Interpersonal Communication; to be convinced that the success of a professional depends not only on the basic human resource, but also on interpersonal communications, their nature and prospects. At the level of competencies – students should be able to use their theoretical knowledge in specific situations, in accordance with professional realization, to competently use the conceptual apparatus, to restructure their behavior depending on the situation, the age of people, to communicate with them positively, businesslike and emotionally; to actively contribute to achieving success in their activities.

**Teaching and assessment method:**

Student performance in various academic disciplines is evaluated according to the credit transfer and accumulation system. The final grade for each course is determined at the end of the academic period based on the grade received for a written exam on a topic covered in lectures and the grade for the student's independent (out-of-class) work.

## **SOCIOLOGY OF MANAGEMENT**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** III

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer: Assoc. Prof. Mario Marinov, Ph.D.,** Department of Sociology

Email: [mario\\_marinov@swu.bg](mailto:mario_marinov@swu.bg)

**Hours:** 30 lectures

**Type of exam:** written

**Annotation:**

The course Sociology of Management provides a contemporary overview of the theoretical and practical aspects of management processes in the context of dynamic global development. In the context of rapid economic changes and technological progress, knowledge in this course will help students develop skills for effective leadership of organizations and teams, as well as for making strategic decisions, taking into account the social context. It will provide a basis for the development of management competencies that

are important for the creation and expansion of businesses, as well as for successful adaptation to the changing environment.

**Content of the course:**

The course includes the following main topics: 1) Historical development of management during the industrial revolution. 2) Classical management theories and approaches. 3) School of human relations and behavioral approaches. 4) Quantitative methods and models in management. 4) Organizational approach and structure of organizations. 5) Systemic approach to management and organizational processes. 6) Situational and adaptive approach in management practices. 7) Modern and contemporary approaches and trends in management.

This discipline aims to form in students a comprehensive understanding of the development and contemporary trends in management, preparing them for the effective application of management concepts in the real business environment.

**Teaching and assessment method:**

Student performance in various academic disciplines is evaluated according to the credit transfer and accumulation system. The final grade for each course is determined at the end of the academic period based on the grade received for a written exam on a topic covered in lectures and the grade for the student's independent (out-of-class) work.

## **PSYCHOLOGY AND SALES MANAGEMENT**

**ECTS credits:** 3

**Assessment:** exam

**Semester:** III

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Ivan Krastev, Ph.D., Department of Psychology

Email: [iv.krestev@swu.bg](mailto:iv.krestev@swu.bg)

**Hours:** 30 lectures

**Type of exam:** written

**Annotation:**

Sales psychology and management are key components for the successful functioning of any business organization. Sales is a process of exchanging goods and services for payment, connecting production with consumption and playing an important role in the realization of business goals. Sales management includes planning, organizing, controlling and motivating the team to achieve optimal results, through effective use of resources and adaptation to market conditions. Understanding the psychological aspects of the sales process and their management is essential for improving communication, persuasion and building long-term relationships with customers.

**Content of the course:**

The course "Psychology and Sales Management" covers the theoretical and practical aspects of effective sales process management. The main topics include: 1) Introduction to the psychological aspects of sales - motivation, customer behavior, communication strategies. 2) Strategies for attracting and retaining customers - building trust, relationship management, persuasion techniques. 3) Sales team management - selection, training, motivation and evaluation of personnel. 4) Planning and organization of the sales process - setting goals, developing strategies, using marketing tools. 5) Control and analysis of sales results - measuring effectiveness, corrective actions and improving processes. 6) Using psychological approaches to improve sales skills and increasing market competitiveness.

The goal of the course is for students to develop skills for effective sales management by combining theoretical knowledge of psychology with practical tools for achieving business success.

**Teaching and assessment method:**

Student performance in various academic disciplines is evaluated according to the credit transfer and accumulation system. The final grade for each course is determined at the end of the academic period based on the grade received for a written exam on a topic covered in lectures and the grade for the student's independent (out-of-class) work.

## **HUMAN RESOURCES MANAGEMENT**

**ECTS credits:** 2

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Natasha Angelova, Ph.D., Department of Psychology

Email: [natasha\\_v@swu.bg](mailto:natasha_v@swu.bg)

**Hours:** 30 lectures

**Type of exam:** written

**Annotation:**

Knowledge and skills in human resource management are a mandatory element in preparing future and current successful managers at all management levels. Human resource management activity aims to achieve the planned levels of organizational performance, which largely depends on managers' abilities to attract the necessary people, evaluate and reward them according to their contribution, train and develop them, and gain their commitment and dedication.

**Content of the course:**

The expectation is that, by mastering the basic concepts related to the work (managerial and executive) behavior of people, students at the end of the course will be able to analyze the functioning of the institution to which they belong or in which they are interested; assess the possibilities for changing an individual behavior from the behavior of colleagues in the team, from the organizational structure and culture; compare different models of work behavior at the individual, group or organizational level of analysis.

**Teaching and assessment method:**

The transfer and accumulation of credits carry out the assessment of the results achieved by students in the process of learning in the various academic disciplines. The final grade for each academic discipline is formed at the end of the course of study based on the grade received on a written answer to a question on a topic studied in the lecture course and the grade from the student's independent (out-of-class) work.

## **MOTIVATION AND MANAGERIAL BEHAVIOR STRATEGIES**

**ECTS credits:** 2

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

**Hours:** 30 lectures

**Type of exam:** written

Faculty of Philosophy

**Lecturer: Assoc. Prof. Bilyana Yordanova, Ph.D.,** Department of Psychology

Email: [b\\_iordanova@swu.bg](mailto:b_iordanova@swu.bg)

**Annotation:**

The course Motivation and Strategies of Managerial Behavior was created with the aim of developing skills in motivation and effective management of behavioral models in organizations among masters in management psychology. The lecture course emphasizes the importance of motives as drivers of human behavior in the social and economic spheres. By understanding motivational processes, students will be able to advise management structures on creating conditions that encourage effective and motivating behavior, while preventing ineffective motivational strategies. The goal is for masters to become competent participants and advisors in management processes that support the achievement of common social and economic goals.

**Content of the course:**

The course examines the concept of motivation in a broad context, presenting various definitions and interpretations. The main focus is on the role of motives in stimulating and instigating human behavior, emphasizing that human actions are purposeful and based on choices, decisions and values. Students are introduced to the main theoretical approaches to work motivation, which explain how motivational systems influence work activity and behavior in organizations. The factors that stimulate effective behavior are analyzed, as well as strategies for managing and developing motivation in various management situations.

**Teaching and assessment method:**

Student performance in various academic disciplines is evaluated according to the credit transfer and accumulation system. The final grade for each course is determined at the end of the academic period based on the grade received for a written exam on a topic covered in lectures and the grade for the student's independent (out-of-class) work.

## **SELECTION, EVALUATION AND TRAINING OF STAFF**

**ECTS credits:** 2

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer: Assoc. Prof. Bilyana Yordanova, Ph.D.,** Department of Psychology

Email: [b\\_iordanova@swu.bg](mailto:b_iordanova@swu.bg)

**Hours:** 30 lectures

**Type of exam:** written

**Annotation:**

The course Selection, Assessment and Training of Personnel examines modern approaches to human resource management, emphasizing the concepts of the person in the organization as an asset, not as a cost. In accordance with the specialized literature, the course presents the two main models of personnel management - the "hard" (focus on control and costs) and the "soft" (focus on development and motivation), emphasizing their importance for achieving sustainable competitive advantage.

**Content of the course:**

The course Selection, Assessment and Training of Personnel covers the following main topics: 1) Personnel Selection: the process of attracting and assessing candidates in order

to select the most suitable for a given position and organization. 2) Human Resources Assessment: systematic analysis and assessment of the performance, competencies and potential of employees, as well as the formulation of guidelines for their professional development. 3) Training and Development: activities aimed at improving the knowledge, skills and attitudes of personnel as a means of increasing efficiency and supporting career development. The course aims to provide theoretical knowledge and practical skills for effective human resource management in the modern organizational environment.

**Teaching and assessment method:**

Student performance in various academic disciplines is evaluated according to the credit transfer and accumulation system. The final grade for each course is determined at the end of the academic period based on the grade received for a written exam on a topic covered in lectures and the grade for the student's independent (out-of-class) work.

## **POLITICAL MARKETING**

**ECTS credits:** 2

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Daniela Pastarmadzhieva, Ph.D., Department of "Philosophical and Political Sciences"

Email: [daniela.pastarmadzhieva@swu.bg](mailto:daniela.pastarmadzhieva@swu.bg)

**Hours:** 30 lectures

**Type of exam:** written

**Annotation:**

The discipline "Political Marketing" examines the concepts, theoretical foundations and practical approaches for the effective positioning and communication of political ideas, programs and candidacies. It is an important tool for realizing political goals, finding allies, mobilizing the electorate and forming a positive public opinion. The course analyzes modern methods and techniques for identifying the needs and expectations of voters, creating political identity and managing political communications in a dynamic socio-political environment. Students acquire knowledge about the role of marketing concepts in politics, strategic campaign planning and ethical aspects of using marketing tools in the political sphere.

**Content of the course:**

The course includes the following topics: 1) Introduction to political marketing: definitions, history and importance; 2) Theoretical foundations of political marketing: concepts and models; 3) Analysis of the political environment and voter research; 4) Positioning and creation of political identity; 5) Development of political campaigns: strategies and tactics; 6) Political communication and media strategies; 7) Use of social networks and digital platforms in politics; 8) Ethical aspects and challenges in political marketing; 9) Evaluation and measurement of the effectiveness of political campaigns; 10) Case studies and practical application of political marketing.

This course aims to prepare students for successful careers in the field of political communications and marketing by providing them with theoretical knowledge and practical skills for creating and managing political strategies in the contemporary political environment.

**Teaching and assessment method:**

Student performance in various academic disciplines is evaluated according to the credit transfer and accumulation system. The final grade for each course is determined at the

end of the academic period based on the grade received for a written exam on a topic covered in lectures and the grade for the student's independent (out-of-class) work.

## **MANAGEMENT**

**ECTS credits:** 2

**Assessment:** exam

**Semester:** II

**Methodical guide:**

**Department of Psychology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Dr. Natasha Angelova, Ph.D., Department of Psychology

Email: [natasha\\_v@swu.bg](mailto:natasha_v@swu.bg)

**Hours:** 30 lectures

**Type of exam:** written

### **Annotation:**

The Effective management of modern organizations poses many challenges to their managers. Organizations are forced to develop new business models to create and maintain sustainable competitive advantages, optimize costs, improve coordination between individual divisions, create new organizational forms, and build appropriate mechanisms for using the competencies of individual organizations and their employees.

### **Content of the course:**

Management is a complex activity that includes formulating a system of goals, coordinating efforts and allocating organizational resources to achieve goals, studying the organization's interaction with the business environment, managing changes, accelerating learning and self-learning processes, etc. A number of features distinguishes effective organizations: flexibility and adaptability to changes in the business environment, socially responsible behavior, individual attitude to customers, wide diversification, use of network principles of construction and weak hierarchy, innovation and constant learning.

### **Teaching and assessment method:**

The assessment of the results achieved by students in the process of learning in the various academic disciplines is carried out following the transfer and accumulation system of credits. The final grade for each academic discipline is formed at the end of the course of study based on the grade received on a written answer to a question on a topic studied in the lecture course and the grade from the student's independent (out-of-class) work.