

SPECIALTY PSYCHOLOGY

MASTER'S PROGRAM IN PSYCHOLOGY OF MANAGEMENT

Educational qualification: MASTER

Professional qualification: MASTER IN PSYCHOLOGY OF MANAGEMENT

Duration of training: 1 year

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

QUALIFICATION CHARACTERISTICS

1. General Characteristics and Educational Objectives of the Master's Program

The Master's program in Psychology of Management provides students with specialized, in-depth psychological knowledge related to making management decisions and motivating their implementation. It also covers establishing business relationships, communication, negotiations, and understanding different types of conflicts that arise during economic activities, along with methods for resolving them.

The training offered by this master's program equips students with professional skills and competencies necessary for conducting psychological consultations in the fields of management psychology and business psychology. Graduates will be capable of psychodiagnostics of individual attitudes and motives within a business context, as well as selecting, structuring, standardizing, and applying appropriate psychological tools for research and forecasting.

2. Professional Competence and Career Opportunities

Graduates of the master's program find employment as consultants, experts in companies and manufacturing enterprises; occupational psychotherapists; and employees in departments responsible for planning, organizing, managing, and evaluating labor and production activities at the national and regional levels. Students acquire knowledge, competencies, and practical skills for successful personal development, psychological business consulting, and develop the abilities and attitudes necessary for consulting activities in various national and international institutions, as well as non-governmental organizations. The training prepares students for professional roles in consulting centers, government agencies at the local and national levels, international organizations, non-governmental organizations, and mass media. This master's program provides students with genuine opportunities to establish themselves as specialists in educational institutions and psychological centers, and to work as analysts and experts in governmental and non-governmental organizations, mass media, companies, and schools.

3. Organization and Structure of the Training

The developed training documentation aligns with the latest trends in the academic preparation of specialists in the practical aspects of psychology. Its development took into account both national and international experience in this field. It adheres to the accepted standards for the professional training of master's degree students. The training duration is one year (two semesters) and is intended for graduates holding a Bachelor's or Master's degree in the same professional field. The Master's program is designed to ensure coherence, consistency, and thematic connection between the various academic disciplines.

Curriculum for Specialists:

The curriculum is divided into two semesters, totaling 570 hours, equivalent to 60 ECTS credits. The distribution of hours by semester is as follows: the first semester includes 345 hours, and the second semester includes 225 hours. The relatively smaller number of

hours in the second semester is due to the primary academic activities during this period, which involve preparing a master's thesis or taking the state exam.

The curriculum comprises compulsory and elective courses. The compulsory courses (405 hours) correspond to 35 ECTS credits and provide comprehensive scientific, theoretical, and specialized training. These compulsory courses include: Fundamentals of Management, Psychology of Career Guidance 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 (120 hours) account for 10 ECTS credits and are designed to enhance the knowledge, skills, and competencies acquired through the compulsory courses. Students select four courses from a list of ten options.

Furthermore, any student may study any academic discipline offered at the university, regardless of their faculty, in accordance with Article 2, Paragraph 5 of the Regulation on the State Requirements for Acquiring Higher Education, published in the State Gazette No. 76/2002. The total number of hours for selected elective courses should not exceed 10% of the total curriculum hours.

Graduates complete their training with either a written state exam or by defending a master's thesis. Successful completion of either option grants 15 ECTS credits.

4. Compliance with the Mission of South-West University "Neofit Rilski"

The implementation of the Master's program in "Psychology of Management" aligns with the mission of South-West University "Neofit Rilski" and the Faculty of Philosophy. It reflects the university's goals and strategies and responds to the new dimensions of higher education in Bulgaria, as well as the country's efforts to fully integrate into international educational processes. The program complies with national and European standards, as well as with the specific requirements and characteristics of the region where South-West University "Neofit Rilski" is located.

The qualification profile for the specialty "Psychology" at the educational and qualification degree "Master," with the professional qualification "Master in Management Psychology," serves as a fundamental document guiding the development of the curriculum and syllabi. It is consistent with the Higher Education Act, the Classifier of Higher Education Fields and Professional Areas, the Regulation on State Requirements for the Acquisition of Higher Education at the degrees of "Bachelor," "Master," and "Specialist" (SG No. 76 of 6th of August 2002), the National Classification of Positions and Professions, the Regulations on the Organization and Activities of South-West University "Neofit Rilski," the Regulations on Educational Activities, and other relevant regulatory documents of the university.

CURRICULUM STRUCTURE

First semester	CTS credits	Second semester	ECTS credits
Fundamentals of Management	5	Psychological business consulting	2
Psychology of career guidance and management consulting	5	Organizational Behavior and Leadership	2
Psychology of business communication	5	Professional coaching	2
Psychology of economic power	5	Negotiation, conflict resolution and mediation	2
Management of consumer behavior	4	Elective course /second group/	2
Elective course /first group /	3	Elective course /second group/	2
Elective course /first group /	3	Undergraduate internship	2
		Preparation for a state exam and successful passing of a state exam or development and successful defense of a thesis	15
	Total 30		Total 30
Elective courses /first group/ Students choose two courses	ECTS credits	Elective courses /second group/ Students choose one course	ECTS credits
Psychology of employment	3	Human Resources Management	2
Financial psychology	3	Motivation and management behavior	2
Psychology of interpersonal communication	3	strategies	
Sociology of management	3	Selection, evaluation and training of personnel	2
Psychology and sales management	3	Political marketing	2
		Management	2
TOTALLY FOR ONE ACADEMIC YEAR: 60 CREDITS			

ANNOTATIONS OF THE CURRICULUM

COMPULSORY COURSES

FUNDAMENTALS OF MANAGEMENT

ECTS credits: 5

Assessment: exam

Semester: I

Methodical guide:

Department of Psychology

Faculty of Philosophy

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

E-mail: natasha_v@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 GUIDANCE AND MANAGEMENT CONSULTING**ECTS credits:** 5**Assessment:** exam**Semester:** I**Methodical guide:****Department of Psychology**

Faculty of Philosophy

Lecturer: Assoc. Prof. Bilyana Yordanova, Ph.D., Department of PsychologyEmail : b_iordanova@swu.bg**Hours:** 30 lectures + 30 seminars**Type of exam:** written**Annotation:**

Studying the discipline "Psychology of Career Guidance 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 guidance 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 guidance as a system and its components. 2) The historical development and stages of career guidance in Bulgaria. 3) Basic methods, approaches, and concepts in career guidance. 4) Psychological aspects of career information and communication in student guidance.

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

Semester: I

Methodical guide:

Department of Psychology

Faculty of Philosophy

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

Email: gerystanoeva@swu.bg

Hours: 30 lectures + 30 seminars

Type of exam: written

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: I

Methodical guide:

Department of Psychology

Faculty of Philosophy

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

Email: 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: I

Methodical guide:

Department of Psychology

Faculty of Philosophy

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

Email: iv.krestev@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: II

Methodical guide:

Department of Psychology

Faculty of Philosophy

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

Email: natasha_v@swu.bg

Hours: 30 lectures

Type of exam: written

Annotation:

Objectives of the course: 1) 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: II

Methodical guide:

Department of Psychology

Hours: 30 lectures

Type of exam: written

Faculty of Philosophy

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

Email: idimitrova@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: II

Methodical guide:

Department of Psychology

Faculty of Philosophy

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

Email: b_jordanova@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

Hours: 30 lectures

Assessment: exam

Type of exam: written

Semester: II

Methodical guide:

Department of Psychology

Faculty of Philosophy

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

Email: nikyart@swu.bg

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

Hours: 90 practical exercises

Assessment: exam

Type of exam: written

Semester: II

Methodical guide:

Department of Psychology

Faculty of Philosophy

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

Email: simona.nikolova@swu.bg

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

PSYCHOLOGY OF EMPLOYMENT

ECTS credits: 3

Assessment: exam

Semester: I

Methodical guide:

Department of Psychology

Faculty of Philosophy

Lecturer: Assoc. Prof. Bilyana Yordanova, Ph.D., Chief Assist Prof. Nikolay Ivanchev, Ph.D.,
Department of Psychology

Email: b_jordanova@swu.bg, 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: I

Methodical guide:

Department of Psychology

Faculty of Philosophy

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

Email: b_jordanova@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: I

Methodical guide:

Hours: 30 lectures

Type of exam: written

Department of Psychology

Faculty of Philosophy

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

E-mail: natasha_v@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: I

Methodical guide:

Department of Psychology

Faculty of Philosophy

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

Email: 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: I

Methodical guide:

Department of Psychology

Faculty of Philosophy

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

E-mail: b_iordanova@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. Dr. Natasha Angelova, Ph.D., Department of Psychology

Email: 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

Faculty of Philosophy

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

Email: b_jordanova@swu.bg

Hours: 30 lectures

Type of exam: written

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., Yordanka Dineva, Ph.D. Department of PsychologyE-mail: b_iordanova@swu.bg, jdineva@anb.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

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. Natasha Angelova, Ph.D., Department of Psychology

Email: 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.