

QUALIFICATION CHARACTERISTICS

SPECIALTY SOCIOLOGY

Educational-qualification degree: Bachelor

I. GENERAL CHARACTERISTICS OF THE SPECIALTY

The development of global processes in the social sphere and the dynamic changes occurring in all areas of life necessitate the need for specialists equipped with competencies to comprehend and analyze the social system in its entirety, its characteristics, and specifications, as well as to predict social trends, operationalize them, and demonstrate their application in real-life situations and environments. The field of “Sociology” addresses the demand for highly qualified personnel by training specialists who could develop and enhance the cultural, educational, and scientific systems, bringing a high degree of professionalism and creativity to their work along with a committed attitude towards reality.

The educational documentation of the program is aligned with the principles of modern university education; it is oriented towards the effective application of social knowledge and is focused on establishing stability and success at both societal and personal levels.

II. ORGANIZATIONAL FRAMEWORK OF EDUCATION

The structure of the curriculum includes compulsory, elective, and optional courses.

The compulsory educational courses are aimed at conducting fundamental general theoretical training. The knowledge acquired within the framework has a methodological, general, specialized, and interdisciplinary character.

The elective courses contribute to the deepening of the general theoretical training. They provide specific knowledge and build upon what has been learned in the mandatory subjects, emphasizing specific competencies and skills.

Optional courses provide the opportunity to acquire knowledge and skills in accordance with the interests of the students.

III. GOALS OF BA IN SOCIOLOGY

The education of students in the bachelor’s degree program in the field of “Sociology” aims to prepare specialists with the necessary qualifications to undertake research, administrative, expert, marketing, media, and other specialized activities in the public sphere.

According to the Regulation on the state requirements for obtaining higher education at the educational-qualification degrees of “Bachelor”, “Master”, and “Specialist” (Article 4), the education in Sociology must ensure:

1. Obtaining a comprehensive understanding of the nature of the professional field and BA program:

- the graduates of the program possess sufficient and profound social knowledge, skills, and competencies;
- have the necessary theoretical and factual knowledge in the history of sociology, the essence of sociology as a discipline, and the various levels of sociological knowledge;
- master the conceptual apparatus;
- have knowledge of the methodological approaches for analysis.

2. Mastering broad theoretical knowledge and practical skills:

- the graduates can apply the acquired knowledge in a deep and comprehensive manner in their professional activity;
- plan, prepare, and conduct sociological research;

- process empirical information;
- analyze public opinion, attitudes, and behavior of social groups and individuals;
- can work with various communities and communicate with representatives of institutions at different levels.

3. Development of adaptability skills in accordance with changing conditions in the implementation of specialists:

- the graduates are oriented and react promptly in problematic social situations; they can competently assess them and propose solutions and realistic forecasts;
- hold an expert position on trends in Bulgarian and global reality;
- can analyze, present, and provide comprehensive evaluations and recommendations when making important decisions for the development of society and social processes in an international, national, and regional context.

4. Acquisition of skills for independent professional work and teamwork:

- the graduates can take responsibility for their professional activity and exhibit independent thinking;
- possess social and communicative competencies – capable of working in a team;
- formulate instructions and suggestions, identify problems and propose solutions;
- articulate their views clearly and are capable of understanding and solidarity towards other participants in the process.

5. Developing conditions for educational mobility and international comparability of acquired knowledge and skills:

- the graduates communicate in foreign languages, exchanging information;
- can apply their knowledge and skills to solve specific tasks in an international environment;
- possess a developed mindset for lifelong learning;
- demonstrate mobility and skill acquisition in new and unconventional situations;
- exhibit competitiveness in the labor market both domestically and internationally.

IV. PROFESSION AND CAREER DEVELOPMENT

The educational and qualification degree “Bachelor” in Sociology provides opportunities for successful realization in prestigious areas of the social system and hierarchy, as the focus of the education ensures the necessary knowledge, skills, and competencies.

After their studies in the field of “Sociology”, the graduates can work as:

- specialists in social sciences;
- sociologists;
- marketing and advertising specialists;
- human resources, monitoring;
- experts and managers in the fields of management, business, media, education, social activities, and regional planning;
- leaders in service and administrative activities;
- consultants, coordinators;
- educators, researchers;
- analysts of social processes and phenomena;
- demographers, mediators.

Alongside the main educational program or in a postgraduate qualification course, students are provided with the opportunity to obtain additional pedagogical qualification for teachers of the disciplines from the philosophical cycle in secondary schools in the Republic of Bulgaria.

Those who have acquired a bachelor’s degree in Sociology could:

- specialize in various forms of postgraduate qualification and continuing education;

- continue their education at the educational-qualification degree “Master” (MA) and “Doctor” (PhD).

STRUCTURE OF THE CURRICULUM

First year			
I semester	ECTS credits	II semester	ECTS credits
Introduction of Sociology	6	Introduction of Sociology	6
History of Sociology	7.5	History of Sociology	7.5
Informatics	7.5	Sociology of gender	4.5
Elective course /first group/	3	Social statistics	6
Elective course /first group/	3	Elective course /second group/	6
Elective course /first group/	3		
	Total 30		Total 30
Second year			
III semester	ECTS credits	IV semester	ECTS credits
Quantitative methods in Sociology	5	Quantitative methods in sociology	6.5
Sociology of stratification and inequalities	5	Sociology of stratification and inequalities	6.5
Sociology of social regulators	5	Sociology of social regulators	6.5
Statistical methods in Sociology	5	Statistical methods in Sociology	6.5
Sociology of communications	5	Elective course /fourth group/	4
Elective course /third group/	5		
	Total 30		Total 30
Third year			
V semester	ECTS credits	VI semester	ECTS credits
Public opinion and media	5.5	Public opinion and media	4.5
Sociology of education	7.5	Political ideas and institutions	4.5
Qualitative methods in Sociology	5.5	SPSS	4.5
Political ideas and institutions	5.5	Sociology of religion	4.5
Elective course /fifth group/	3	Qualitative methods in Sociology	4.5
Elective course /sixth group/	3	Practice: summer sociological internship	4.5
		Elective course /seventh group/	3
	Total 30		Total 30
Fourth year			
VII semester	ECTS credits	VIII semester	ECTS credits
Sociology of law	5	Culture of entrepreneurship	4
Sociology of culture	10	Sociology of traditional and modern societies	3.5
Elective course /eighth group/	7.5	Elective course /ninth group/	4.5
Elective course /eighth group/	7.5	Elective course /ninth group/	4.5
		Elective course /tenth group/	3.5
		State exam or BA thesis	10
	Total 30		Total 30
Elective courses /first group/ <i>Students choose three courses</i>	ECTS credits	Elective courses /second group/ <i>Students choose one course</i>	ECTS credits

Introduction to Philosophy	3	Criminal Psychology	6
Ethnosociology	3	Foreign language	6
Social communities	3		
Spelling and orthoepy for Bulgarian speakers	3		
Foreign language	3		
Elective courses /third group/ <i>Students choose one course</i>	ECTS credits	Elective courses /fourth group/ <i>Students choose one course</i>	ECTS credits
Rural Sociology	5	Sociology of knowledge	4
Marketing and advertising research	5	Economic Sociology	4
Foreign language	5	Sociology of youth	4
Elective courses /fifth group/ <i>Students choose one course</i>	ECTS credits	Elective courses /sixth group/ <i>Students choose one course</i>	ECTS credits
Modernism and post-modernism:	3	Sociology of labour	3
Dilemmas and controversies		European economic integration	3
European cultural practices	3	Sociology of fashion	3
Practicum: Preparation of a research project	3		
Elective courses /seventh group/ <i>Students choose one course</i>	ECTS credits	Elective courses /eighth group/ <i>Students choose two courses</i>	ECTS credits
Logic	3	New religious movements	7.5
Human resources management	3	Emile Durkheim's sociological ideas	7.5
Social Psychology	3	Quantitative analysis of ESR data	7.5
		Cultural Anthropology	7.5
Elective courses /ninth group/ <i>Students choose two courses</i>	ECTS credits	Elective courses /tenth group/ <i>Students choose one course</i>	
Sociology of contemporary music	4.5	Utopia, sociology, ecology	3.5
Sociology of deviant behavior	4.5	Political marketing	3.5
Modern democracy	4.5	Content analysis	3.5
Electoral Sociology	4.5		

TOTAL FOR THE FOUR YEARS: 240 CREDITS

COURSE DESCRIPTIONS

COMPULSORY COURSES

INTRODUCTION TO SOCIOLOGY

ECTS credits: 12

Assessment: exam

Semester: I and II

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Iveta Yakova, Department of Sociology

E-mail: yakova@swu.bg

Hours per week: 2 L+2 S

Type of exam: written

Annotation:

The “Introduction to Sociology” discipline aims to introduce students to the “logic” of the science of Sociology, which studies society as a totality through the comparative historical method, and specifically individual social institutions, processes, groups, and communities. At the core of sociological thinking is both the interaction between the individual and society, as well as the causes and consequences of social inequality and the social construction of human life.

The course also emphasizes sociological imagination as a means of understanding the connection between life events (the biography) of members of a given society and the society itself (history). In this way, students are conditioned to think critically, beyond the confines of their personal lives, and to interpret social reality/ society by subjecting “taken-for-granted” or “common sense” notions of community, society, institutions, problems, etc., to verification.

Content of the course:

The lecture course on “Introduction to Sociology” relates to other sociological disciplines in the curriculum and aims to lay the foundations of sociological literacy. To this end, the course is divided into two modules: theoretical and empirical sociology:

1) Theoretical sociology examines the conceptual apparatus: social action and social relations; social function; social stratification; inequalities and mobility; personality formation; types of societies; power and hegemony; concept of political system;

2) Empirical sociology addresses the methodology and techniques of sociological research, including the stages and elements of empirical sociological investigation.

The goal of the training for the students is to:

a) master some of the concepts and categories that are the foundation of sociological science;

b) develop critical thinking in the search for causal relationships regarding a particular social behavior, event, phenomenon, etc. by updating and reconstructing what is happening in terms of “there and then,” “here and now;”

c) build a general vision regarding the theoretical approaches and methods used in empirical sociology.

Teaching and assessment method:

Students are given the opportunity to be exempted from the exam. To achieve this, during the classes, they must participate in discussions and have received a “very good” or “excellent” grade on the case study and coursework.

HISTORY OF SOCIOLOGY

ECTS credits: 15

Assessment: exam

Semester: I and II

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Dilyana Keranova, Department of Sociology

E-mail: dkeranova@swu.bg

Hours per week: 3 L+2 S

Type of exam: written

Annotation:

The “History of Sociology” is not taught as a discipline in itself; however, the aim is obtaining knowledge that contributes to the argumentation of sociological analyses in contemporary society. The constant movement between social constellations and the delineation of different social strata leads to the acquisition and exercise of specific cognitive skills that every modern social science certainly requires.

Content of the course:

Fundamental sociological schools, concepts, and circles are taught. Students learn to interpret, understand, and analyze social facts, to compare and categorize them. When formulating problem situations “here” and “now,” they may discover answers “there” and “then.”

Teaching and assessment method:

The final assessment considers the results of the progress assessment and the grade of the written exam.

INFORMATICS**ECTS credits:** 7.5**Assessment:** exam**Semester:** I**Methodical guide:****Department of Sociology**

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Vera Veleva, Department of SociologyE-mail: veleva_v@swu.bg**Hours per week:** 2 L+3 E**Type of exam:** written**Annotation:**

The course is an introduction to information systems and technologies. It examines, from both theoretical and practical perspectives, fundamental concepts in computer science and information technology – information, information activities, computer science and information technologies, basic functions of operating systems, computer word processing systems, spreadsheet processing systems, and presenting information to an audience, the most popular services in the global Internet network, information protection, and legal and ethical aspects of using information technologies. The course is a natural continuation of the “Informatics” and “Information Technologies” courses from secondary school.

Content of the course:

Fundamental concepts in computer science and IT. Information, informational activities, and processes. Presentation of information. Computer science and IT. Basic types of software. Operating systems. Computer word processing systems. Multimedia. Fundamental concepts.

Teaching and assessment method:

The assessment of the academic discipline “Informatics” is determined at the end of the semester course, considering the progress assessment and the results of the final exam test.

SOCIOLOGY OF GENDER**ECTS credits:** 4.5**Assessment:** exam**Semester:** II**Methodical guide:****Department of Sociology**

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Iveta Yakova, Department of SociologyE-mail: yakova@swu.bg**Hours per week:** 2 L+1 S**Type of exam:** written**Annotation:**

The “Sociology of Gender” discipline emphasizes fundamental sociological concepts, social-psychological theories, and research, which aim to clarify the concepts of gender, sexuality, and identity. In this way, through the development of an inherent, universally applicable terminology, the objective is to create a tolerant and non-discriminatory discourse that is necessary for communication and interaction with individuals of diverse genders, identities, and orientations. This circumstance fosters the development of empathy towards sensitive issues such as violence and exploitation (and beyond), ranging from unwanted contact, through sexist attitudes and actions, to rape and murder, thereby establishing the necessary reflection (including self-reflection) for recognizing and devising a strategy to address the arising situation.

Content of the course:

The topics embedded in the curriculum aim to reconsider gender models and behaviors, gender norms, and stereotypical understandings, which produce and reproduce inequalities regarding male and female roles and positions.

Throughout the training, a historical overview of the male-female opposition is conducted, to delineate traditional and, respectively, contemporary understandings of spaces, spheres of influence and activity, including the “glass ceiling effect.”

Students are introduced to themes such as gender socialization, interpersonal relationships; love, marriage, and cohabitation; family or career; health and reproduction; gender and violence; emancipation and feminism; and application of sociological methods in gender studies.

The discipline aims to develop the skill of adequately handling the concepts of sex and gender, which contributes to overcoming stereotypical attitudes regarding the distribution of roles and activities of men and women in all areas of life, from family to labor market. This circumstance reinforces an attitude of tolerance towards otherness, including gender identity and different sexualities, which works towards the practice of using appropriate language and the absence of discriminatory behavior, a key characteristic of education in “Sociology”.

Teaching and assessment method:

The course in “Sociology of Gender” concludes with a written exam in the form of a test, which includes questions from the materials outlined in the course syllabus, covering the topics of the subject matter. Students are allowed to take the final exam if they:

o) attend and participate in the activities scheduled during the in-class sessions, which amount to no less than two-thirds lecture attendance;

o) have an average grade of at least “average” 3 from the prepared case studies and coursework, evaluated as part of the ongoing assessment and extracurricular activities.

The final assessment is determined in a ratio of 60% for progress assessment to 40% for the exam grade.

Students, who do not meet the specified conditions, must fulfill the assigned criteria as follows:

o) current assessment during the regular examination session and a final examination-test during the retake session;

o) prepare an analysis of the content of a film, interview, report, etc., and apply a sociological method chosen by the student in the field during the regular session to be eligible to take the exam in the retake session.

Students are given the opportunity to be exempted from the exam. To achieve this, during classes, they must actively participate in the planned activities in the classroom (discussions, analyses, comments, etc.) and must have received an average grade of “very good” or “excellent” from the progress assessment and coursework.

SOCIAL STATISTICS

ECTS credits: 6

Assessment: exam

Semester: II

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Vera Veleva, Department of Sociology

E-mail: veleva_v@swu.bg

Hours per week: 2 L+2 S

Type of exam: written

Annotation:

The course includes general theoretical knowledge for basic concepts and categories of population, approaches and methods for measuring and analyzing data in social and demographic studies. It outlines the primary sources of statistical information and presents statistical data from observations conducted by the National Statistics Institute. The applications of international regulations (Eurostat, UN, etc.) and the practices of other countries in the field of demographic and social research are discussed.

Content of the course:

The methodology, practical organization and conduct of statistical studies of phenomena and processes (natural and mechanical movement), that shape the primary structures of the population and its development, the economic activity of the population (employment and unemployment), the structures of income, expenditure, and consumption of the population (household budgets), as well as the educational and health status of the population are being examined.

Teaching and assessment method:

The assessment of the discipline is formed at the end of the semester course of study, considering the progress assessment and the results of the final exam.

QUANTITATIVE METHODS IN SOCIOLOGY

ECTS credits: 11.5

Hours per week: 2 L+2 S (III semester)

1 L+2 S (IV semester)

Assessment: exam

Type of exam: written

Semester: III and IV

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturers: Assoc. Prof. Dr. Mario Marinov, Department of Sociology

E-mail: mario_marinov@swu.bg

Annotation:

The course on “Quantitative Methods in Sociology” examines the essence and functions of quantitative empirical sociological research (ESR), structural features and specific requirements in the process of preparation and use of various research tools. The way of organization of the work, the content requirements and the research problems in each of the main stages in the implementation of a quantitative ESR are traced. The cognitive capabilities of various quantitative research methods, the limits of application of empirical knowledge and the validity of sociological information, as well as the possible mistakes made in its use, are analyzed.

Content of the course:

The training course includes basic activities and procedures with which students acquire practical skills for conducting quantitative empirical sociological research (ESR).

There are topics that consider the main directions and procedures for processing primary data, the applied methods for information analysis and its interpretation.

Teaching and assessment method:

The final evaluation of the course is formed at the end of the fourth semester based on the results of a developed project for ESR, of the progress assessment during the two semesters and the result of a written exam.

SOCIOLOGY OF STRATIFICATION AND INEQUALITIES

ECTS credits: 11.5

Hours per week: 2 L+2 S (III semester)
1 L+2 S (IV semester)

Assessment: exam

Type of exam: written

Semester: III and IV

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Valentina Milenkova, Department of Sociology

E-mail: vmilenkova@swu.bg

Annotation:

The “Sociology of Stratification and Inequalities” is a contemporary scientific discipline with a broad research scope, encompassing numerous issues related to the development of various social groups and their hierarchical arrangement. A central focus of this discourse is the interpretation of social stratification, analyzed from two perspectives: the “nominalist” and the “synthetic”.

Content of the course:

The four main systems of stratification are differentiated as follows: 1. slavery; 2. caste; 3. estate; 4. class. A special place is occupied by the analysis of the “middle class” and its interpretations in a theoretical context, including the contributions of Bulgarian authors. The second part of the taught discipline includes “social inequalities” and their presence in societies – historically and particularly in modern contemporary societies. In this context, the topic of poverty is also analyzed, along with the resulting perceptions, theories, and explanations derived from the concept.

Teaching and assessment method:

The assessment of the academic discipline is formed at the end of the semester course, evaluating the students’ responses during a written exam.

SOCIOLOGY OF SOCIAL REGULATORS

ECTS credits: 11.5

Hours per week: 2 L+2 S

Assessment: exam

Type of exam: written

Semester: III and IV

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturers: Chief Assist. Prof. Dr. Vladislava Lendzhova, Department of Sociology

E-mail: vlendzhova@swu.bg

Annotation:

The course “Sociology of Social Regulators” examines the key mechanisms and instruments that govern and direct social behavior and public relations. Through theoretical

analysis and practical examples, social norms, morality, law, religion, culture, media, education, and politics are considered as the primary social regulators. Special attention is given to the role of digitalization, globalization, and ecological responsibility in the transformation of social regulators in contemporary society.

Content of the course:

The course provides an interdisciplinary perspective, which connects classical and contemporary sociological theories. Students master the specifics of key institutional forms and analyze the principles of their functioning in the context of the socialization of individuals.

Teaching and assessment method:

The assessment of the course is based on progressed assessment during the semester, coursework, and a written exam.

STATISTICAL METHODS IN SOCIOLOGY

ECTS credits: 11.5

Assessment: exam

Semester: III and IV

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Vera Veleva, Department of Sociology

E-mail: veleva_v@swu.bg

Hours per week: 2 L+2 S

Type of exam: written

Annotation:

The training course on the application of statistical methods in sociology encompasses a portion of the general theory of statistics, clarifying the fundamental theoretical concepts, the cognitive essence of logic, and the principles of the statistical approach in the study of socio-economic processes. Special emphasis is placed on the methodology and techniques of sampling studies, statistical conclusions, and hypothesis testing based on data from sociological research. The application of these methods in practical sessions is acquired by computer technology and problem-oriented software products. Information is provided regarding the national statistical information system and its harmonization with European statistics (Eurostat).

Content of the course:

In presenting the material, the focus is mainly on the essence and cognitive possibilities of various statistical methods and characteristics (indicators), the conditions for their practical application, correct interpretation, and formulation of statistical conclusions and inferences in the organization and conduct of sample sociological research.

Teaching and assessment method:

The final grade for the course is determined at the end of the fourth semester based on the results of a written test and the results of the progress assessment throughout both semesters.

SOCIOLOGY OF COMMUNICATIONS

ECTS credits: 5

Assessment: exam

Semester: III

Methodical guide:

Department of Sociology

Hours per week: 2 L+2 S

Type of exam: written

Faculty of Philosophy

Lecturer: Prof. DSc. Dobrinka Peicheva

E-mail: peichevad@swu.bg

Annotation:

Discipline is one of the foundational sociological disciplines. Communications underpin human and institutional relationships and serve as a mechanism for their construction. They reflect the society and the relationships within it, as well as being an inherent characteristic of social life, respectively of its explication. The study of this discipline provides students with the arsenal of knowledge necessary for their theoretical and practical orientation in the field.

Content of the course:

The training in the “Sociology of Communications” /traditional and non-traditional/ includes the study of various applications of communications in society. It reveals the sociological patterns of their development and effects; emphasizes their applied aspects in journalism and public relations.

Teaching and assessment method:

The assessment of the academic discipline is comprehensive – it is formed during the training – progressively and through an exam at the end of the semester course, assessing the students’ responses to written questions.

PUBLIC OPINION AND MEDIA

ECTS credits: 10

Assessment: exam

Semester: V and VI

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Dobrinka Peicheva

E-mail: peichevad@swu.bg

Hours per week: 2 L+2 S

Type of exam: written

Annotation:

The media serves as a reflection of consent or dissent regarding a given administration and, in this sense, represents the publicity of public opinion. There exists an immediate connection between the media and public opinion, which is the subject of numerous research inquiries and interpretations, as well as the application of classical and contemporary practices in both a retrospective and current context.

Content of the course:

The training includes the study of the role of communications and the media in shaping public opinion across different contexts and temporal segments. It unveils classical and a variety of contemporary models and methods of influence of mass communication and its effects, along with various methods and techniques for their examination.

Teaching and assessment method:

The assessment of the academic discipline is conducted at the end of the semester course, where students’ responses to written questions are assessed.

SOCIOLOGY OF EDUCATION

ECTS credits: 7.5

Assessment: exam

Hours per week: 3 L+2 S

Type of exam: written

Semester: V

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Valentina Milenkova, Department of Sociology

E-mail: vmilenkova@swu.bg

Annotation:

Processes of “diversification” and “innovation” in higher education occupy an important place in the curriculum; the development of the principles and values of “lifelong learning” as a significant strategy of the EU and a central principle of its future. Various studies (both Bulgarian and international comparative) are presented, addressing the processes taking place within educational institutions; different emphases are drawn regarding the state, problems, and trends in education.

Content of the course:

The training of the course includes study of fundamental concepts, theories, and perspectives in the field of “Sociology of Education.” It familiarizes students with the historical development of educational institutions, particularly the university as a form of spiritual life; it presents contemporary trends in the development of higher education in European countries and the USA. Special attention is given to the development of a “common European higher education area,” as well as to the related processes, values, and elements that comprise it.

Teaching and assessment method:

The assessment of the academic discipline is carried out at the end of the semester course, evaluating the students’ responses during a written exam.

QUALITATIVE METHODS IN SOCIOLOGY

ECTS credits: 10

Assessment: exam

Semester: V and VI

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Mario Marinov, Department of Sociology

E-mail: mario_marinov@swu.bg

Hours per week: 2 L+2 S

Type of exam: written

Annotation:

The course introduces students to the methodology and methods of sociological research, based on meaningful models of the social world, grounded in socially valid meanings. This is a specific area of sociological knowledge that focuses on microsociology, on the individual, and on sociocultural processes and contradictions. This domain of sociology is related to the study of everyday social practices, natural dispositions, and the practical logic characteristic of various social communities. A key idea in creating the course is to overcome the widespread perception of opposition between qualitative and quantitative methods in sociology.

Content of the course:

The subject of qualitative research comprises individuals as performers of social roles, while the object of study is the nature of the performance of these roles. Essential concepts for the sociological categorical apparatus are introduced, such as interaction, life world, personal

meaning, hermeneutics, formal rationality, practical logic, dramaturgical and interpretative sociology.

Teaching and assessment method:

The final grade considers the results of the progress assessment and the exam score.

POLITICAL IDEAS AND INSTITUTIONS

ECTS credits: 10

Assessment: exam

Semester: V and VI

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Petrana Stoykova, Department of Sociology

E-mail: petrana_stoikova@swu.bg

Hours per week: 2 L+2 S

Type of exam: written

Annotation:

The course on “Political Ideas and Institutions” acquaints students with the forms of political power, the functioning of the main institutions – presidency (a monarchical institution), parliament, and government, as well as the emergence and development of political organizations. It examines the types of political struggle in democratic and totalitarian systems of governance, the types of electoral systems, the parameters of political freedom and responsibility, as well as the operation of contemporary democratic societies.

Content of the course:

Fundamental forms of political power; types of societies in view of forms of political governance; the main forms of political governance in contemporary society.

Teaching and assessment method:

The evaluation of the academic discipline is determined at the end of the semester course, considering the results of progress assessments and the students’ responses to written questions.

SPSS

ECTS credits: 4.5

Assessment: exam

Semester: VI

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Petrana Stoykova, Department of Sociology

E-mail: petrana_stoikova@swu.bg

Hours per week: 2 L+2 S

Type of exam: written

Annotation:

The course is aimed at mastering the capabilities of modern specialized software tools for statistical processing and analysis of empirical data from sociological research. The need for knowledge and skills in working with specialized software products is dictated by the development of applied sociological research and is directly related to the future professional realization of sociology students. The use of specialized statistical software enhances the ability to comprehend and apply the tools of applied statistics in the analysis of empirical data from sociological studies. Within the “SPSS” course, statistical methods are examined from an applied perspective without unnecessary theorizing. Students are introduced to how numerical

data is analyzed, how to extract the necessary information from it, and how to present the obtained results in an accurate, precise, and logical manner. One of the objectives of the training in “SPSS” is to reinforce the acquired skills in sociology students to plan, organize, conduct, and present scientifically obtained results from empirical research.

Content of the course:

The lecture course addresses the following key topics: data organization in “SPSS,” data entry, creation of new variables, data manipulation, exporting data to other formats, comparison of one or two groups using t-tests, univariate and bivariate distributions, chi-square analysis, and univariate analysis of variance.

Teaching and assessment method:

During the course, progress assessments are made regarding the students’ ability to carry out the various components involved in the processing of sociological data. The course concludes with a written exam, in which students present a report-analysis, accompanied by specific statistical procedures (descriptive statistics, hypothesis testing for comparing empirical distributions, parameters, and exploring relationships), based on the data from the conducted research.

SOCIOLOGY OF RELIGION

ECTS credits: 4.5

Assessment: exam

Semester: VI

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Mario Marinov, Department of Sociology

E-mail: mario_marinov@swu.bg

Hours per week: 2 L+2 S

Type of exam: written

Annotation:

What are the changes and transformations in the realm of religion regarding the precise limitation of sociological problematic circles? Which sociological systems hold specific significance in constructing the discipline? What is the evolution of the major world religions from a sociological perspective? Through the presentation of the results from the National Statistical Institute (NSI) and the utilization of research methods, students acquire skills and knowledge for sociological analysis and comparison. The course presents literature that cultivates an adequate view and sensitivity towards the subject matter being studied.

Content of the course:

The lectures outline and problematize fundamental categories, concepts, and principles that would aid in navigating the so-called religious dilemmas of modernity. The course adopts a dynamic rather than a fixed definition of religious contemporary societies. Technology of education and assessment:

Teaching and assessment method:

The final grade in “Sociology of Religion” is determined by considering the results from progress assessments and the score from the written exam.

PRACTICE: SUMMER SOCIOLOGICAL INTERNSHIP

ECTS credits: 4.5

Assessment: exam

Semester: VI

Methodical guide:

Hours per week: 4 P

Type of exam: written

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Vera Veleva, Department of SociologyE-mail: veleva_v@swu.bg**Annotation:**

Students in Sociology engage with the structures of the National Statistical Institute and its divisions – the territorial statistical offices, labor offices, sociological agencies, regional and local administrations, among others, to achieve a connection between the acquired academic knowledge and the practical activities of the institutions. The professional experience of experts in a real work environment not only enhances practical skills but also shapes the professional habits of young sociologists for their future integration into the labor market.

By researching the management of relevant institutes or organizations; the functioning of their information systems, the activities related to the processing, analysis, and dissemination of information, and the policies implemented, students acquire additional practical knowledge and research skills in various areas of contemporary society.

Content of the course:

Familiarization with the general organizational structure, goals, and functions of the institution (the organization in which the internship is taking place). Familiarization with the organization's information system: sources of data, organization of information flows, and utilized information technologies. Familiarization with the documents for data registration, as well as processing and presenting an analysis of the same.

Teaching and assessment method:

Upon completion of the internship, students are required to obtain a verification in their internship books with a signature and stamp from the institution where the internship was conducted, and to submit a report. The final grade is determined based on the preparation of a report according to the assignment in the respective real environment where the internship took place.

SOCIOLOGY OF CULTURE**ECTS credits:** 10**Assessment:** exam**Semester:** VII**Methodical guide:****Department of Sociology**

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Zhana Pencheva-Markova, Department of SociologyE-mail: swu.lib@swu.bg**Hours per week:** 2 L+2 S**Type of exam:** written**Annotation:**

The “Sociology of Culture” course addresses the common, fundamental trends in shaping the overall way of thinking, cognitive situations, value systems, and their reproduction. The subject of sociological analysis in the realm of culture encompasses the levels and degrees of value formation, their interaction, and objectification in human activity.

Content of the course:

Students are introduced to the concept of culture; the sociological structure of culture; various types of culture and their specificities in Bulgarian society; and the application of methods from the sociology of culture. The course addresses the issues of cultural functioning

in the post-industrial and informational phases of societal development, including globalization challenges, inter-civilizational relations, and ethnic and religious identity.

Teaching and assessment method:

The final grade for the discipline is formed by considering the results of progress assessment and the score from the written exam.

SOCIOLOGY OF LAW

ECTS credits: 5

Assessment: exam

Semester: VII

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Petrana Stoykova, Department of Sociology

E-mail: petrana_stoikova@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The “Sociology of Law” is a relatively new scientific field within sociological and legal knowledge. The institutionalization of sociology of law as an independent science is significantly influenced by overcoming the normative approach to understanding law and by the establishment and development of Sociology as a discipline. The dynamic changes in contemporary society necessitate timely modifications to existing legal norms or the provocation of new social relationships. The research strategy of the sociology of law is specifically connected to the easier adaptation to the changing social order.

Content of the course:

The lecture course examines the historical development of the sociology of law. The main issues addressed are related to clarifying the social nature of law, the prerequisites for its emergence, the position of law within the regulatory system of society, the characteristics of legal socialization, legal consciousness, and the mechanism of social action of law, as well as the specifics of empirical legal-sociological research.

Teaching and assessment method:

The final grade in the discipline is formed by considering the results of progress assessment and the score from the written exam.

CULTURE OF ENTREPRENEURSHIP

ECTS credits: 4

Assessment: exam

Semester: VIII

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Vladislava Lendzhova, Department of Sociology

E-mail: vlendzhova@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The culture of entrepreneurship plays an important role in the functioning of every entrepreneurial organization and is an essential element of entrepreneurial activity. It is based on the general concepts of culture and is inextricably linked to it. Entrepreneurial activity is aimed at systematically generating profit, however, not at any cost, rather only through lawful

means. The course implies the existence of skills to organize every activity (production, trade, etc.) in such a way that business successes are combined with conditions under which workers or employees are maximally satisfied with their labor.

All of this underlines the relevance of the discipline and the necessity to cultivate an entrepreneurial culture among students with a practical focus, which stands as the third main objective and task of universities, alongside the traditional scientific research and educational activities.

Content of the course:

The relatively rapid pace of changes in all areas of life today constantly provokes a clash between moral and cultural standards and ideals, leading to a conflict between reality and necessity, as well as personal choices among various alternatives.

Therefore, the studied discipline assists students in understanding the role and significance of the culture of entrepreneurship in the contemporary context of transitioning to a market economy. By utilizing fundamental concepts from philosophy and ethics (such as value, responsibility, obligation, freedom, individuality, etc.), it lays the groundwork for comprehending the accumulated sociocultural experience and offers opportunities for developing a personal model of behavior.

Teaching and assessment method:

The evaluation of the educational discipline is conducted at the end of the semester course of study, where students' responses to written assignments such as essays or reports on previously assigned and discussed topics and directions are assessed.

SOCIOLOGY OF TRADITIONAL AND MODERN SOCIETIES

ECTS credits: 3.5

Hours per week: 2 L

Assessment: exam

Type of exam: written

Semester: VIII

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Valentina Milenkova, Department of Sociology

E-mail: vmilenkova@swu.bg

Annotation:

The lecture course aims to present fundamental ideas related to the essence of society to students. The course is oriented towards a sufficiently comprehensive overview of the main ideas and concepts, describing the evolution of societies at the level of fundamental theoretical knowledge.

Content of the course:

The objective of the course is summarized in providing a clear and systematic examination of the key ideas of societal theories, interpreted as a self-sufficient whole viewed from two perspectives: one from the standpoint of the contemporary national state, and the second, which is more substantial - the evolution of the world towards globalization as presented in sociology.

Teaching and assessment method:

The assessment of the academic discipline is formed at the end of the semester course of study by considering the following indicators: 1) participation in lectures; 2) preparation of a paper on a given topic; and 3) a written examination on a question from the syllabus.

ELECTIVE COURSES

INTRODUCTION TO PHILOSOPHY

ECTS credits: 3

Assessment: exam

Semester: I

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Silviya Kristeva, Department of Philosophy and Political Sciences

E-mail: silvia_kristeva@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline represents a systematic body of knowledge concerning the fundamental problems, topics, and theories in Philosophy. It encourages independent thinking and creates orientation in the scientific processes that require philosophical interpretation.

Content of the course:

The discipline expands the students' knowledge by examining philosophical concepts such as karma, yin-yang, substance, being, theology, sign, symbol, epistemology, values, archetype, power, empiricism, and others.

Teaching and assessment method:

The assessment of the discipline is determined at the end of the semester course based on the following criteria: 1) the development of a paper on a given topic and 2) a written exam on a question from the syllabus.

ETHNOSOCIOLOGY

ECTS credits: 3

Assessment: exam

Semester: I

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Iliya Nedin, Department of Ethnology and Balkan Studies

E-mail: nedin@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline studies ethnos and ethnicity as the main focus of modernity. Ethnicity is examined through the prism of ethnic characteristics and communities from a historical perspective.

Content of the course:

The primary issues and topics addressed within the discipline are related to the various approaches to ethnos, the characteristics of ethnicity, the types of ethnic communities, and the policies towards ethnic groups in different historical periods. Attention is given to the development of nationalism and the concepts associated with it. The concept of pluralism, as well as that of multinational and multiethnic states, is also explored.

Teaching and assessment method:

The assessment of the educational discipline is determined at the end of the semester course of study, considering the following indicators: 1) the development of a paper on a given topic and 2) a written exam on a question from the syllabus.

SOCIAL COMMUNITIES

ECTS credits: 3

Assessment: exam

Semester: I

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Valentina Milenkova, Department of Sociology

E-mail: vmilenkova@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline examines social communities as a subject of study in sociology. The unions, in which individuals are connected, represent a key theme in social sciences, and sociological analysis is an important and inseparable part of understanding the issue. From this perspective, one of the objectives of the current course is to analyze communities as a significant aspect of public life.

Content of the course:

The academic discipline examines various types of communities and the ways they have been created throughout history: family, city, village, professional community, ethnic community, gender, age community, precariat, online community. It also explores various theories and concepts that underlie these communities and their development, analyzing them in detail.

Teaching and assessment method:

The assessment of the academic discipline is conducted at the end of the semester course, considering the following indicators: 1) the development of a paper on a given topic and 2) a written examination on a question from the syllabus.

SPELLING AND ORTHOEPY FOR BULGARIAN SPEAKERS

ECTS credits: 3

Assessment: exam

Semester: I

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Sofia Mitsova, Department of Bulgarian Language

E-mail: sofiamitsova@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The course examines the current rules regarding spelling, punctuation, and grammar applicable in contemporary Bulgarian language. It addresses citation rules, referencing, formatting of written texts, and oral communication.

Content of the course:

The course aims to develop students' ability for successful and impactful expression in both written and oral forms, as well as to ensure proper communication in an academic environment. It enhances students' skills to navigate the rules and standards of contemporary Bulgarian language without difficulties.

Teaching and assessment method:

The assessment of the course is conducted at the end of the semester, considering the following criteria: 1) the preparation of a paper on a given topic and 2) a written exam on a question from the syllabus.

FOREIGN LANGUAGE

ECTS credits: 3 / 6 / 5

Assessment: exam

Semester: I / II / III

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assist. Prof. Bogdan Filatov, Department of German and Romance Languages

E-mail: bogdanf@swu.bg

Hours per week: 2 E / 4 E / 2 E

Type of exam: written

Annotation:

The discipline focuses on teaching fundamental knowledge of the English language and practicing speaking and writing skills.

Content of the course:

Content of the academic discipline: Exercises and tests in the English language are practiced, and specialized terminology and concepts relevant to sociology are learned.

Teaching and assessment method:

The assessment of the academic discipline is determined at the end of the semester course, considering the following criteria: 1) participation in classes and 2) written examination.

CRIMINAL PSYCHOLOGY

ECTS credits: 3

Assessment: exam

Semester: II

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Emelina Zaimova-Tsaneva, Department of Psychology

E-mail: emelina_z@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline focuses on the study of the psychological characteristics of operational work, the mental properties and states of individuals involved in criminal groups.

Content of the course:

The discipline introduces students to the subject matter, categorical apparatus, and methods of criminal psychology, studying the personality of the offender and forming an understanding of the psychological traits of different types of criminal groups. It familiarizes students with the work of operational staff, investigators, and detectives.

Teaching and assessment method:

The assessment of the academic discipline is conducted at the end of the semester course, considering the following indicators: 1) preparation of a paper on a given topic and 2) a written exam on a question from the syllabus.

RURAL SOCIOLOGY

ECTS credits: 5

Assessment: exam

Semester: III

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Iliya Nedin, Department of Ethnology and Balkan Studies

E-mail: nedin@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline explores the village as a specific territorial community and the associated characteristics of rural life, the activities carried out, and the forms of integration of rurality.

Content of the course:

The discipline examines the village, which is historically linked to the development of agriculture and precedes the city and the urban community as a community itself. Various theories related to the village as a union of people based on territorial criteria, as well as rurality in general, are studied. Various theories related to the village as a community of people based on territorial characteristics, as well as rurality, are studied. Different research on rural lifestyles and new ecological activities in rural conditions is traced. The differences in the village and rural way of life, placed in various national contexts, are analyzed.

Teaching and assessment method:

The assessment of the academic discipline is formed at the end of the semester course, considering the following indicators: 1) preparation of a report on a given topic and 2) written examination on a question from the syllabus.

MARKETING AND ADVERTISING RESEARCH

ECTS credits: 5

Assessment: exam

Semester: III

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Valentina Milenkova, Department of Sociology

E-mail: vmilenkova@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline presents the sociological perspective of marketing and advertising, as well as analyzing various studies conducted in the mentioned fields.

Content of the course:

The lecture course emphasizes the essence of the social phenomena “marketing” and “advertising.” Various concepts and models are introduced to clarify the specific nature of each of the examined phenomena. The training includes the study of basic facts, views, and ideas related to the analysis of advertising and marketing; student participation is engaged in discussing studies on the examined issues in their complexity; the understanding of the sociological aspects of advertising and marketing is encouraged; questionnaires are developed, and content analysis of various advertisements presented in the media is conducted.

Teaching and assessment method:

The assessment of the educational discipline is determined at the end of the semester course of study, considering the following indicators: 1) the development of a paper on a given topic and 2) a written examination on a question from the syllabus.

SOCIOLOGY OF KNOWLEDGE

ECTS credits: 4

Assessment: exam

Semester: IV

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Valentina Milenkova, Department of Sociology

E-mail: vmilenkova@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline studies the development of knowledge and science, as well as the ways in which they are formed, developed, and institutionalized, including from a historical perspective.

Content of the course:

The main issues addressed in the focus of the training are the essence of knowledge, the development of the scientific community, and the transformation of scientific activity into a profession. Special attention is given to values in science, tracing Merton's theory. Recognition in science, as well as scientific collectives and teams, and the methods of their structuring and coordination are studied; the effectiveness of scientists and the relationship between the researcher and the phenomena under investigation are examined.

Teaching and assessment method:

The assessment of the course is established at the end of the semester course, considering the following indicators: 1) preparation of a thesis on a given topic and 2) a written exam on a question from the syllabus.

ECONOMIC SOCIOLOGY

ECTS credits: 4

Assessment: exam

Semester: IV

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Dobrinka Peicheva

E-mail: peichevad@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline studies various phenomena related to economics and its manifestations in the contemporary world, as well as the new forms of economic life such as multinational corporations and the changes they provoke on a global scale.

Content of the course:

It is analyzed the "economic" in its specificities and manifestations, the types of institutions in the economy, such as "market," "property," "money," "exchange," "profit," and "banks." It traces specific economic organizations in production, trade, and the banking

sector. Special attention is given to “new economic sociology” and the contribution of M. Granovetter to the development and establishment of the concept of “embeddedness.”

Teaching and assessment method:

The assessment of the course is determined at the end of the semester by considering the following criteria: 1) the development of a paper on a given topic, and 2) a written examination on a question from the syllabus.

SOCIOLOGY OF YOUTH

ECTS credits: 4

Assessment: exam

Semester: IV

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Vladislava Lendzhova, Department of Sociology

Email: vlendzhova@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The lecture course covers the issues of youth as an age community, as well as the various life transitions that young people undertake as subjects of study in sociology. The associations, in which young people are connected, represent a key theme in the social sciences, and sociological analysis is an important and integral part of the analysis of the issue. From this perspective, the objectives of the current course are to highlight the specific angle that sociology provides in the study of youth and young people, while simultaneously analyzing this community as a significant phenomenon of social life, as well as presenting various problems and policies for addressing them in a social context.

Content of the course:

The course includes a study of significant historical facts and theoretical models in the concepts of youth as a stage of life. It introduces students to the main aspects and dimensions of the “life course” theory and relates this theory to the study of youth communities and their transitions. Special attention is given to clarifying the primary markers of deviant behavior among young individuals, as well as the states of vulnerability that youth experience in various contexts, both in rural and urban settings.

Teaching and assessment method:

The assessment of the course “Sociology of Youth” is conducted at the end of the semester, assessing students’ responses during a written exam.

MODERNISM AND POSTMODERNISM: DILEMMAS AND CONTROVERSIES

ECTS credits: 3

Assessment: exam

Semester: V

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Tatyana Petkova, Department of Philosophy and Political Sciences

E-mail: tpetkova@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline aims to orient students in the constantly changing, globalizing world, helping to clarify issues related to the postmodern situation in society.

Content of the course:

During the course, students acquire knowledge of new terms and concepts that describe the changing social situation, regarding trends and risks to various social subsystems in the contemporary world.

Teaching and assessment method:

The assessment of the course is determined at the end of the semester, considering the following criteria: 1) the development of a report on a given topic and 2) a written exam on a question from the syllabus.

EUROPEAN CULTURAL PRACTICES

ECTS credits: 3

Assessment: exam

Semester: V

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Zhana Pencheva-Markova, Department of Sociology

E-mail: swu.lib@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The primary research and practical objective of the course is to trace the main cultural policies and practices from their inception to the present day. It aims to analyze their significance for the development of European societies and the role and place of Bulgarian culture within the broader European cultural and value systems.

Content of the course:

During the course, students become acquainted with the key European policies and practices in the field of culture and their practical applications. The goal of the course is to explore the cultural significance of Bulgaria.

Teaching and assessment method:

The scientific research aim of the course is for students to acquire knowledge and skills for sociological analysis of the immense cultural wealth of Europe and Bulgaria, and how these cultural monuments have influenced the development of modern Europe and the world.

PRACTICUM: PREPARATION OF A RESEARCH PROJECT

ECTS credits: 3

Assessment: exam

Semester: V

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Mario Marinov, Department of Sociology

E-mail: mario_marinov@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline “Practicum: Preparation of a Research Project” aims to develop skills for preparing research projects and to guide students towards the issue of their professional realization.

Students are placed in an interactive game-like market situation, where they independently formulate individual and group projects, prepare written components of a real research project, and defend the necessity of such projects. Full freedom is given in choosing the topics and content of the projects. For consultations on specific topics within the project content, students are directed to lecturers and experts in the relevant field.

Content of the course:

In the practicum classes, students engage in “packaging” and “selling” the strengths of their projects in the 'market.' Through interactive games, all components of the process of “becoming” a project are replicated: outlining the problem; formulating a title; writing a summary, research proposal; reviewing literature and previous research; formulating ideas, goals and objectives, hypotheses and methodology; justifications for the need for research, project activities, bibliography, financial plan, timeline, professional resume, and more.

Situations, involving the creation of a group research project, clash of opinions, and achieving consensus, are played out interactively, as well as publicly presenting competing projects and holding a review board meeting for project evaluation.

Practical advice is offered to students on writing a professional resume, job searching, attending job interviews, and applying for further education.

Teaching and assessment method:

The exam is written. The final grade considers the results from the ongoing assessments and the grade from the exam.

SOCIOLOGY OF LABOUR

ECTS credits: 3

Assessment: exam

Semester: V

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Dobrinka Peicheva

E-mail: peichevad@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline studies labor as a phenomenon of sociality and individual essence. It traces various forms of associations in which people’s labor unfolds and coordinates the efforts of individuals with different motivations, preparation, and experience.

Content of the course:

The training in the discipline examines the different types of labor and the division of labor, as well as the theory of E. Durkheim and his thesis on mechanical and organic solidarity as related to the topic. It explores various theories of labor, looking at the labor environment and its creation. Special attention is given to the differentiation and specialization of labor, the creation of guilds and professions, as well as the importance of institutionalized education in this context.

Teaching and assessment method:

The assessment of the course is formed at the end of the semester and considers the following indicators: 1) development of a thesis on a given topic and 2) a written exam on a question from the syllabus.

EUROPEAN ECONOMIC INTEGRATION

ECTS credits: 3

Assessment: exam

Semester: V

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Daniela Pastarmadzhieva, Department of Philosophy and Political Sciences

E-mail: daniela.pastarmadzhieva@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline presents the stages through which the European Union has passed – from its initial formations to the present day, with a special emphasis on economic policies and measures.

Content of the course:

European economic integration encompasses various activities and practices that are vital for European societies and states. The course includes a series of knowledge that possesses political, theoretical, and practical characteristics in the processes of aligning and coordinating European structures. Attention is drawn to various measures implemented in contemporary societies to achieve a high level of development.

Teaching and assessment method:

The assessment of the discipline is conducted at the end of the semester course based on the following indicators: 1) the development of a paper on a given topic and 2) a written exam on a question from the syllabus.

SOCIOLOGY OF FASHION

ECTS credits: 3

Assessment: exam

Semester: V

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Dilyana Keranova, Department of Sociology

E-mail: dkeranova@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The elective course “Sociology of Fashion” is an extension of the already established perceptions and knowledge about sociology as a science, its subject, and specificity. From a sociological perspective, fashion is regarded as a specific subsystem of society, embodying both the general characteristics of society and the specifics of a particular culture. Students gain knowledge about the essence and dimensions of the sociology of fashion, as well as develop skills for studying fashion within the context of sociological theory and methodology.

Content of the course:

The lecture course covers the issues aimed at engaging students in debates about the significance of fashion, its validity as a scientific study from a sociological perspective, revealing various social, cultural, economic, ecological, and other contexts. Classic and contemporary approaches to fashion are examined, emphasizing its social function, dimensions of symbolic and value representation, the formation of identity, and more. The

focus is placed on aspects that reveal fashion as both a shaping force and, on the other hand, a reflection of the identity of a particular culture and society. Sociological reflections on fashion also encompass topics related to imitation, consumption, sustainability, and more.

Teaching and assessment method:

The assessment for the academic course is determined at the end of the semester, considering the results of ongoing monitoring (coursework) and the grade from the final written exam.

LOGIC

ECTS credits: 3

Assessment: exam

Semester: VI

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Silviya Kristeva, Department of Philosophy and Political Sciences

E-mail: silvia_kristeva@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline is focused on introducing to the subject of logic, logical formalism, logical laws, and interpretative logical models. The main issues addressed include logical relativism, classical and non-classical logical systems, logical additionality, conservative and non-conservative extensions, and the hierarchy of logical languages.

Content of the course:

The training is oriented towards acquiring knowledge about the polyvalence of logical thinking and the universal logical commensurability of logical languages, as well as understanding fundamental logical concepts such as metaphysical thinking, logical systems, infinity, logical paradoxes, and transcendental thinking.

Teaching and assessment method:

The assessment of the academic discipline is formed at the end of the semester course by considering the following criteria: 1) preparation of a thesis on a given topic and 2) a written exam on a question from the syllabus.

HUMAN RESOURCES MANAGEMENT

ECTS credits: 3

Assessment: exam

Semester: VI

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Daniela Pastarmadzhieva, Department of Philosophy and Political Sciences

E-mail: daniela.pastarmadzhieva@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline represents a reflection of management and the development of employees within the organization. Various activities related to the management of human capital in organizational structures are examined in a synthesized manner.

Content of the course:

The course focuses on presenting some of the key activities related to personnel management within organizations: recruiting and hiring new employees, staff training, labor and organizational relations, and organizational development. The discipline highlights how the objectives of the organization align with societal development and the global picture. The significance of employees is emphasized, paying attention to their strengths and weaknesses, their potential, and the results they achieve.

Teaching and assessment method:

The assessment of the academic discipline is determined at the end of the semester course considering the following criteria: 1) the development of a thesis on a given topic and 2) a written exam on a question from the syllabus.

SOCIAL PSYCHOLOGY

ECTS credits: 3**Assessment:** exam**Semester:** VI**Methodical guide:****Department of Sociology**

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Natasha Angelova, Department of PsychologyE-mail: natasha_v@swu.bg**Hours per week:** 2 L**Type of exam:** written**Annotation:**

The discipline aims to familiarize students with the characteristics of social behavior of individuals and the fundamental concepts in social psychology.

Content of the course:

The discipline is focused on mastering practical skills for diagnosing interpersonal interactions, as well as on developing skills for analyzing people's social behavior.

Teaching and assessment method:

The assessment of the course is conducted at the end of the semester, considering the following indicators: 1) preparation of a report on a given topic and 2) a written exam on a question from the syllabus.

NEW RELIGIOUS MOVEMENTS

ECTS credits: 7.5**Assessment:** exam**Semester:** VII**Methodical guide:****Department of Sociology**

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Mario Marinov, Department of SociologyE-mail: mario_marinov@swu.bg**Hours per week:** 2 L+1 S**Type of exam:** written**Annotation:**

The discipline of “New Religious Movements” introduces students to the issues surrounding non-traditional spiritual communities, their main representatives, and their distribution in Bulgaria. The aim is to cultivate in students a sociological sensitivity towards the relationships between the individual and the social group: how different new religious movements, as social entities with distinct cultures, interact both within themselves and with

each other, as well as with the broader society. Additionally, it seeks to “feel” the relationship between empirical observation, data analysis, and sociological theory.

Content of the course:

It is expected that once students have acquired such a perspective and “understanding” of new religious movements, they are able to apply the same method of observation, analysis, and theorizing to other aspects of life, as well as enrich themselves with a broader understanding of new religious movements and their role in contemporary society. Examples are provided of key representatives of new religious movements, their social aspects, and the familial issues within these movements. Attention is drawn to the controversies and conflicts related to new religious movements and the research methods specific to their study. The social constructions of reality concerning new religious movements are studied, along with the sociologist’s specific viewpoint on them.

Teaching and assessment method:

The exam is written. The final grade reflects the results of progress assessments and the exam score.

EMILE DURKHEIM’S SOCIOLOGICAL IDEAS

ECTS credits: 7.5

Assessment: exam

Semester: VII

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Iveta Yakova, Department of Sociology

E-mail: yakova@swu.bg

Hours per week: 2 L+1 S

Type of exam: written

Annotation:

The identity of sociology, its right to exist, is such a science possible? Half a century after Comte, it is Emile Durkheim who raises this question anew. In the search for an answer, Durkheim’s ideas on the social phenomenon, social reality, social fact, the rules of sociological method, and the typology of social phenomena are delineated, distinguishing between normal and pathological social phenomena. Emphasis is also placed on concepts such as collective consciousness, mechanical and organic solidarity, suicide, anomie, the sacred and the profane, which contributes to identifying those ideas of Durkheim that are applicable in contemporary social conditions.

Content of the course:

The lecture course examines the sociological views of Émile Durkheim, known as sociology, from the perspective of social reality, society, and the dualism of human nature. It also tracks the main dichotomous relationships in Durkheim’s sociology: “individual facts – social facts,” “individual representations – collective representations,” “individual consciousness – collective consciousness,” “profane – sacred.”

Teaching and assessment method:

The assessment for the course “Sociological Ideas of Émile Durkheim” is based on progress assessment (discussions and case studies), coursework, and an exam.

QUANTITATIVE ANALYSIS OF ESR DATA

ECTS credits: 7.5

Assessment: exam

Semester: VII

Hours per week: 2 L+1 S

Type of exam: written

Methodical guide:**Department of Sociology**

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Vera Veleva, Department of SociologyE-mail: veleva_v@swu.bg**Annotation:**

The course covers the fundamental activities and procedures that should be executed when applying quantitative methods for processing and analyzing data from conducted empirical sociological studies (ESS). It examines the requirements for the selection and characteristics of the application of various statistical methods (primarily non-parametric methods) for quantitative analysis of data from survey research. The sequence of computational procedures during the processing of raw data is discussed. The cognitive capabilities of different methods and the interpretation of the quantitative characteristics obtained are analyzed. Common errors in their interpretation are also debated. The course reveals the potential for applying quantitative methods in the processing and analysis of data presented on nominal scales (using expert evaluation as an example). Instructions are provided for the textual presentation of the analyzed statistical characteristics and structuring of a summarized analysis of the results from a specific empirical study.

Content of the course:

The lecture course and seminar sessions are aimed at acquiring practical skills for analyzing the results of quantitative surveys and formulating conclusions and recommendations based on the conducted quantitative analysis. The entire cycle of analyzing the results is executed in a limited format, as students carry out their individual projects on selected specific statistical tables from empirical research.

Teaching and assessment method:

Students present a self-developed practical task for quantitative analysis. The final assessment is formed at the end of the semester course, considering the results from a written test.

CULTURAL ANTHROPOLOGY**ECTS credits:** 7.5**Assessment:** exam**Semester:** VII**Methodical guide:**

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Zhana Pencheva-Markova, Department of SociologyE-mail: swu.lib@swu.bg**Hours per week:** 2 L+1 S**Type of exam:** written**Annotation:**

The course in "Cultural Anthropology" emphasizes the cultural conditioning of human behavior and the structures of social life. Specific cultural states of society, kinship relations, aspects of the sacred and the profane are typologized. The significance of various cultural phenomena is presented.

Content of the course:

The course examines classical and contemporary theoretical interpretations, as well as empirical studies related to clarifying fundamental and current topics and approaches in cultural anthropology.

Teaching and assessment method:

The assessment of the course is conducted at the end of the semester, considering the following criteria: 1) development of a term paper on a given topic and 2) a written exam.

SOCIOLOGY OF CONTEMPORARY MUSIC

ECTS credits: 4.5

Assessment: exam

Semester: VIII

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Ivanka Vlaeva, Department of Music

E-mail: vlaeva@swu.bg

Hours per week: 2 L+1 S

Type of exam: written

Annotation:

The discipline presents music as an object of sociological analysis. It traces research on creative work as well as studies on the opinions of music consumers.

Content of the course:

Music is examined from several perspectives: creation, specific works, types of music, directions in music, and the influence of music on society. Research on individuals and groups who listen to music is analyzed, with an emphasis on various characteristics such as gender, age, education, and profession. Dependences between preferences for specific musical styles and group and personal characteristics are demonstrated.

Teaching and assessment method:

The assessment of the course is formed at the end of the semester by considering the following indicators: 1) the development of a paper on a given topic and 2) a written exam on a question from the syllabus.

SOCIOLOGY OF DEVIANT BEHAVIOR

ECTS credits: 4.5

Assessment: exam

Semester: VIII

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Dobrinka Peicheva

E-mail: peichevad@swu.bg

Hours per week: 2 L+1 S

Type of exam: written

Annotation:

The course in “Sociology of Deviant Behavior” examines various aspects of deviant behavior, social exclusion, and the social integration of individuals. Deviant behavior is an extremely relevant issue. Deviance refers to behavior that differs from the standard behavior or expectations of a specific group or society. It reveals the discrepancies with the imposed norms within groups, which may or may not be formalized in laws, regulations, or internal rules. In a sociological context, deviance encompasses not only criminal behavior but also other actions that are not subject to legal prosecution.

Content of the course:

The lecture course encompasses the issues related to classical and contemporary approaches and dimensions of the sociological analysis of deviant behavior. The aim of the academic discipline is for students to acquire knowledge of the theoretical framework of

deviant behavior and to develop skills in social reflection and the identification of the sociological aspects of emerging deviant processes.

Teaching and assessment method:

The assessment of the academic discipline is conducted at the end of the semester course as results from progress assessment (coursework) and the written exam grade are considered.

MODERN DEMOCRACY

ECTS credits: 4.5

Assessment: exam

Semester: VIII

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Daniela Pastarmadzhieva, Department of Philosophy and Political Sciences

E-mail: daniela.pastarmadzhieva@swu.bg

Hours per week: 2 L+1 S

Type of exam: written

Annotation:

The main scientific and research objective of the course is to trace the genesis of the formation of principles, political practices, and the legality of democracy throughout the centuries. The political sociology of modern societies is analyzed. A primary focus is on the formation and functioning of Bulgarian modern democracy during the years of the sovereign existence of the state. Attempts at the emergence of Bulgarian civil society are also examined.

Content of the course:

The lecture course discusses and debates various national doctrines in the establishment of the foundations of modern democracy. It analyzes how the modern principles of democracy are durably established within societies. A fundamental element of education is the constitutions of states concerning the formation and functioning of political systems. A comparative analysis is conducted between established modern democracies and what has happened and is currently happening in Bulgaria from 1878 to the present day.

Teaching and assessment method:

The aim of the course, based on rich empirical material, is to enable students to conduct independent analyses of the modern world and to make forecasts for its future development.

ELECTORAL SOCIOLOGY

ECTS credits: 4.5

Assessment: exam

Semester: VIII

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Petrana Stoykova, Department of Sociology

E-mail: petrana_stoikova@swu.bg

Hours per week: 2 L+1 S

Type of exam: written

Annotation:

The beginnings of electoral sociology were established in the 1930s in the United States and are associated with the so-called Michigan school. The significant number of

electoral studies conducted prior to campaigns for various types of elections (local, parliamentary, presidential) “gave rise” to this new direction in sociology. There is virtually no electoral campaign that does not refer to the results of public opinion surveys and, at some point, does not utilize data from electoral studies as an active tool in shaping certain social attitudes.

Content of the course:

The lecture course examines the role of elections in the democratic political process, the electoral systems and their context, the theoretical aspects of electoral studies, and models of electoral behavior. Particular attention is given to the common and distinguishing features between sociological and demoscopic studies, as well as the essential characteristics of electoral research. Electoral studies with predictive characteristics and the specifics of the exit poll method are discussed in detail. The possibilities for the adequate use of information from these studies and their representation in print media are analyzed. The factors determining electoral behavior in various types of elections (local, parliamentary, presidential) are studied, their significance is explored, and based on their influence, models of electoral behavior are outlined.

Teaching and assessment method:

Priority in teaching is given to the practical and independent work of the students. The final grade for the course is determined by considering the results of progress assessments and the score from the written exam.

UTOPIA, SOCIOLOGY, ECOLOGY

ECTS credits: 3.5

Assessment: exam

Semester: VIII

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Chief Assist. Prof. Dr. Iveta Yakova, Department of Sociology

E-mail: yakova@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

We live in a global society where technology and innovations give precedence to artificial intelligence, which is supposed to replace humans in their activities. This circumstance challenges humanity to reassess its own illusions regarding the limits of human imagination. Will such projects turn out to be utopian or dystopian? Were the conceptual schemes that became “standards” for social perfection utopian or dystopian?

In the quest for a perfect world and in achieving prosperity, humanity continues to “colonize” and exploit the environment. Subject to the principle of “here, now, at the moment, and at any cost,” the modern Homo Consumericus is also confronted with the question of the balance between social coexistence and ecological equilibrium in the world. The ideals of social cooperation and humane collectivism are no longer seen as a “luxury” of imagination, but rather as a viable alternative. How then can a society be created that is closer to the desires of the heart and achieves a balance with the Earth?

Content of the course:

The lecture course on “Utopia, Sociology, Ecology” is situated in two modules: 1) “Utopia and Sociology,” and 2) “Ecology and Sociology,” through which the utopian, dystopian, and ecological projections and projects are studied, and their reflections in real life are sought.

Teaching and assessment method:

The assessment for the course “Utopia, Sociology, Ecology” is based on progress assessment (discussions and case studies), an academic essay, and an exam.

POLITICAL MARKETING

ECTS credits: 3.5

Assessment: exam

Semester: VIII

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Assoc. Prof. Dr. Mario Marinov, Department of Sociology

E-mail: mario_marinov@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The discipline of “Political Marketing” introduces students to the main directions and areas of political analysis, the principles of legitimacy, and the mechanisms of electing governing bodies in contemporary democratic societies, as well as the sociological approaches to analyzing electoral campaigns and electoral trends. Key concepts such as political and electoral systems, institutions of parliamentary democracies, types of political representation, varieties of electoral campaigns, elements of political participation and voter turnout, opportunities for sociological analysis of pre-election campaigns, their influence on voters, and the significance of electoral geography are examined.

Content of the course:

The main directions and areas in political analysis are:

- the principles of legitimacy, mechanisms for the election of governing bodies in contemporary democratic societies;
- sociological approaches in the analysis of electoral campaigns and electoral trends.

A specific analysis of the Bulgarian political practice – characteristics of the electoral system in Bulgaria, its impact on the functioning of political parties, opportunities for representation of various minority groups; types of elections in Bulgaria and factors for political stability/ instability.

Sociological analysis of political party platforms, media presence, tactics and means for conducting election campaigns, analysis of comparative electoral data at both national and local levels.

Teaching and assessment method:

The exam is written. The final grade reflects the results of ongoing assessments and the score from the exam.

CONTENT ANALYSIS

ECTS credits: 3.5

Assessment: exam

Semester: VIII

Methodical guide:

Department of Sociology

Faculty of Philosophy

Lecturer: Prof. DSc. Dobrinka Peicheva

E-mail: peichevad@swu.bg

Hours per week: 2 L

Type of exam: written

Annotation:

The lecture course on “Content Analysis” encompasses the extensive issues surrounding content analysis, which is presented as a quantitative and qualitative method for recording and analyzing content from print, visual, audio, and audiovisual artifacts, as one of the methods in sociology. The objectives of this course are to highlight the specifics of this method, its possible applications, and the steps involved in conducting an effective analysis of content of various natures.

Content of the course:

As a relatively applied course, the theory is combined with teaching and acquisition of practical skills for students. The aim of the course is to stimulate the acquisition of knowledge and practical skills for the application of content analysis in various subject areas, as well as to prepare students for independent development of analyses and projects related to the broad issues of the course. They are to gain knowledge about the theoretical dimensions of content analysis, specifically its conceptualization by Klaus Krippendorff, as well as to achieve an understanding of its applicability.

Teaching and assessment method:

The assessment of the academic discipline is conducted at the end of the semester course, considering the following criteria: 1) the development of a project for a registration card (Codebook) on a given topic; 2) the conduct of a content-analytic research study; 3) the primary analysis of the results obtained from the conducted content-analytic research study.