



## Course description: Principles of management

No	Data Field	
1	Code	
2	Title of the course	Principles of management
3	Cycle: short/first/second/third (or EQF level 5/6/7/8)	EQF Level 6
4	Year of study when the course is delivered (if applicable)	1
5	Semester (autumn/winter or spring/summer) or trimester when the component is delivered	Spring/Summer
6	Number of ECTS credits allocated	6
7	Name of lecturer(s), e-mail(s) of the lecturer(s)	Angel Marchev, angel.marchev@unwe.bg
8	Learning outcomes	<p>The students develop knowledge and skills about the nature and principles of management. This knowledge and skills are needed to study all subsequent management disciplines in the curriculum. The course provides students with the following basic knowledge:</p> <ul style="list-style-type: none"> <li>• historical development and current trends in management science and its relations with other sciences;</li> <li>• the conceptual basis of modern management theory;</li> <li>• the main ideas, principles and methods of cybernetics and systems theory and their modern application;</li> <li>• the main types of management systems and their characteristic properties;</li> <li>• quantitative methods for making managerial decisions.</li> </ul> <p>The training in the discipline forms in the students the following basic skills:</p> <ul style="list-style-type: none"> <li>• effective teamwork;</li> <li>• effective communication in oral and written form through participation in competitive discussions, development of written reports and computer presentations;</li> <li>• systematic thinking and application of a systematic approach;</li> <li>• purposeful filtering of information from high-noise information flows;</li> <li>• decision-making in conditions of stress, high uncertainty, information noise and lack of time;</li> </ul>



		<ul style="list-style-type: none"> <li>• quantification of management problems;</li> <li>• finding solutions to these problems using quantitative methods;</li> <li>• use of computer equipment and the Internet in management.</li> </ul>
9	Mode of delivery: face-to-face; online (distance) or hybrid (both on campus and online in the same time)	Hybrid
10	Prerequisites or/and co-requisites (if applicable for your course)	no
11	Course content (Please provide a list of up to 15 basic topics, covered by the course)	<p>MANAGEMENT THOUGHT UNTIL AND DURING INDUSTRIAL REVOLUTION.          CLASSICAL SCHOOLS IN MANAGEMENT          SCHOOLS FOR THE HUMAN FACTOR IN MANAGEMENT.          QUANTITATIVE APPROACH IN MANAGEMENT.          PROCESS APPROACH IN MANAGEMENT.          PERSPECTIVES FOR MANAGEMENT DEVELOPMENT.          GENERAL SYSTEMS THEORY.          FUNCTIONING OF SYSTEMS.          CYBERNETICS.          STRUCTURE OF A MANAGEMENT SYSTEM          SYSTEM ANALYSIS.          MANAGEMENT GAME "INVENTORY CONTROL".          INDIVIDUAL ASSIGNMENT "SEMANTIC NETWORK".          MANAGEMENT GAME "BULGARIAN YOGURT".</p>
12	Required and/or recommended reading, learning resources or tools (Please provide at least 2 required readings and at least 3 additional readings)	<p>Aldag, R., T. Stearns, "Management", South-Western Publishing Co, Cincinnati, 1987          Turban, E., J. R. Meredith, Fundamentals of Management Science, Fifth edition, IRWIN, Boston, 1991          Bertalanffy, L., General System Theory, Foundations, Development, Applications, New York, 1968          Wiener, N., Cybernetics or Control and Communication in the Animal and Machine, Second edition, The MIT Press, Cambridge (Mass.), Wiley and Sons, New York, 1961          Ashby, W. R., An Introduction to Cybernetics, Chapman &amp; Hall, 1956</p>



13	Learning activities and teaching methods	<p>The main forms of teaching are:</p> <ul style="list-style-type: none"><li>- lectures illustrated with video materials, slides, computer and multimedia demonstrations;</li><li>- practice-oriented classes containing only active teaching methods (management games based on computer simulations) in combination with a number of pedagogical techniques (talks with guiding questions and projection of video materials, competitive discussions with video recording and subsequent discussion, etc.). Computer equipment is intensively used in the classes all the time;</li><li>- term papers (representing written reports on management games, developed by the competing teams and presented at a final inter-team discussion);</li><li>- individual assignments - intermediate test, individually developed site (semantic network), tasks for independent work on the subject of the discipline.</li></ul>
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14	Assessment methods and assessment criteria	<p>The assessment in the discipline is multi-criteria.  <math>KO = 30\% PI + 50\% TC + 20\% RH</math>,          where:          KO = final grade;          PI = assessment from a written exam;          TC = assessment from current control during the semester;          RZ = assignment development assessment.</p> <p>The assessment method during the semester is based on complex (multi-criteria) point assessments, in which the results of:</p> <ul style="list-style-type: none"> <li>- computer control games conducted in competitive conditions (two games, maximum 35 points (up to 5 points from the first, up to 30 points on 6 different criteria from the second));</li> <li>- term papers (reports from the management games, maximum 40 points (up to 10 points on 4 criteria from the first report, up to 30 points on 6 different criteria from the second report));</li> <li>- individual / group assignment (semantic network) up to 20 points according to 6 criteria);</li> <li>- tasks for independent work (maximum 10 points);</li> <li>- intermediate test (maximum up to 50 points).</li> </ul> <p>On the basis of the complex point assessments a six-point assessment is formed with obligatory minimum requirements for assessment "Average 3.00" and with symmetrical frequency distribution for the assessments 3.00, 4.00, 5.00 and 6.00.</p> <p>There is a possibility for exemption from the exam.</p> <p>The final six-point grade is formed on the basis of the semester points and the final semester written exam (maximum up to 50 points) with a new symmetrical frequency distribution.</p> <p>The final grade is based on the six-point system. The minimum grade for successful completion of the training is "Medium (3)". Compared to the European Credit Transfer System, the comparability of the estimates is as follows:"</p> <p>A = Excellent / 6 /          B = Very good / 5 /          C = Good / 4 /          D = Average / 3 /          E = Average / 3 /          FX = Poor / 2 /          F = Poor / 2 /</p>
15	Language of instruction	English
16	Name and Code of the University, offering the course	UNWE



17	Degree Program(s) in which course is offered (or ISCED code, if applicable)	
18	Tag: CWE = Consortium wide elective (= e.g. courses open to all ISCED codes)	CWE