

ERASMUS COURSE CATALOGUE

European Credit Transfer and Accumulation System (ECTS) at University of National and World Economy

The Common Language of Recognition

SOFIA, 2020



100 ГОДИНИ УНСС
100 YEARS UNWE

Co-funded by the
Erasmus+ Programme
of the European Union



ERASMUS COURSE CATALOGUE

University of National and World Economy



COLLECTED AND REVISED

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Sofia, 2020

RECTOR'S ADDRESS

Dear international students,

Dear friends,

Welcome to the University of National and World Economy, the oldest and most prestigious business university in Bulgaria and Southeast Europe. Our university was founded in 1920 and has a 100-year history. Our graduates during these years are seven prime ministers, dozens of ministers and statesmen, heads of various state institutions. Business representatives can hardly even be listed. Ms. Kristalina Georgieva, Executive Director of the International Monetary Fund, has also graduated from the UNWE and is our long-time colleague and teacher. To date, the UNWE has nearly 20,000 students and over 1,000 faculty members.

Located in the city of Sofia, at the foot of Vitosha Mountain, our university offers wonderful opportunities for learning, sports, tourism and recreation. UNWE has computer rooms, a modern library, research centers, a sports complex. Here you will meet new friends, get acquainted with the beautiful Bulgarian nature and wonderful Bulgarian cuisine.

With wishes for success!

Prof. Dr. Dimitar Dimitrov,

Rector of the University of National and World Economy



UNIVERSITY OF NATIONAL AND WORLD ECONOMY

PROF. DR. DIMITAR DIMITROV, RECTOR OF UNWE



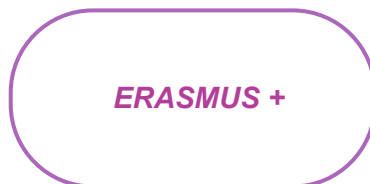
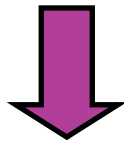
PROF. DR. DIANA KOPEVA

PROF. DR. MIROSLAVA RAKOVSKA **ASSOC.PROF.DR.TSVETANA STOYANOVA**

**VICE-RECTOR
SCIENTIFIC RESEARCH ACTIVITY**

**VICE-RECTOR
EDUCATIONAL ACTIVITY**

**VICE-RECTOR
INSTITUTIONAL & BUSINESS COOPERATION &
STUDENT POLICIES**



University Center for Students & Staff Mobility

**Assoc. Prof. Dr. Ekaterina Tosheva, PhD, Institutional Erasmus Coordinator &
Director of UCSSM**

Assist. Prof. Dr. Dimitar Damyanov, PhD, Vice-Director of UCSSM

Sofia, 2020

The University
with a history of 100 years
& 20 years of ERASMUS Anniversary



University of National and World Economy (UNWE) is located in the capital city of Bulgaria – Sofia. It is the largest and the oldest higher educational institution for Economics and Management in Bulgaria.

The University originates from the Free University of Political and Economic Sciences established by Order No.2155 of July, 5th, 1920 of the Minister of National Enlightenment. In 1940 / State Gazette, iss. No.126 of June, 7th, 1940/ it was transformed into State Higher Institute of Finance and Administrative Sciences and in 1947 it was reorganized as a Faculty of Economic and Social Studies at Sofia University.

The autonomy of the University was restored under the name Higher Institute of Economics by Decree No.26 /"Messages", iss. No.10 of February, 1st, 1952/. In 1953 it was named after Karl Marx by Decree No.89 /" Messages", iss. No. 23 of March, 20th, 1953/.

On April, 27th, 1990 the Academic Council made the decision to reorganize Karl Marx Higher Institute of Economics as a University of National and World Economy. It was officially done by Decision of the National Assembly for establishment and transformation of higher educational schools /State Gazette, iss. No.68 of July, 7th, 1995/.

The University of National and World Economy (UNWE) is the oldest, most prestigious and largest economic university in South Eastern Europe. Annually, it offers training to more than 20 000 students. In 2018 the UNWE obtained for the third time the highest institutional assessment (9,65/10) among all Bulgarian universities from the National Agency for Evaluation and Accreditation (full member of the European Association for Quality Assurance in Higher Education (ENQA)). The University holds also a certificate of quality management system according to ISO 9001:2015 awarded by INTERTEK.

Human resources/Expertise - With its capacity of 505 academics, 86 of which professors and 195 associate professors, UNWE trains students in 47 undergraduate programs and 108 graduate programs (regular and distance learning). The university also offers training in 37 doctoral programs. Training is delivered at 8 faculties and 33 departments.

UNWE develops scientific knowledge in the areas of Economics, Sociology, Political Sciences, Management, Law etc. The research teams carry out in-depth research in the field of: strategic analyses of the Bulgarian economy and forecasts for its development, macroeconomics, analyses of the financial sector, social policy, entrepreneurship, the competitiveness of Bulgarian companies, agricultural policy and sustainable development, social management, foreign policy, national security etc.

For the previous year, UNWE implemented more than 100 research and education projects, comprising: 77 funded through the targeted subsidy for research activities; 11 projects funded by the National Science Fund and 10 projects funded by international programs.



UNWE further contributes to the publishing activities of its research staff through the university scientific editions – Year-book of UNWE, Economic Alternatives (in English), Research Papers of UNWE, Economic and Social Alternatives. As of January 2016 the edition Economic and Social Al-

ternatives has two new sections: “European Union” and “Economics Education”. The magazines Economic and Social Alternatives and Economic Alternatives are registered within the EBSCO indexing system through EconLit – the bibliographical database of the American Economic Association. In December 2017 UNWE began publishing the new specialised legal journal “Business and Law”.

In 2018 a total of 225 publications were published in UNWE’s scientific editions: Year-book of UNWE, Research Papers of UNWE, Economic and Social Alternatives magazine, Economic Alternatives and Business and Law journal.

Infrastructure and Facilities- The university Academic Complex comprises 367 lecture rooms with 5298 seats and an overall area of 7166,40 m². UNWE’s central building houses 196 tutorial rooms, research centres and labs, covering an area of 2496 m². UNWE’s Congress Centre offers excellent conditions for hosting academic and research forums. All halls are equipped with multimedia projection systems, free wireless Wi-Fi communication and a system for video capture, live streaming and storage of records in a digital archive.

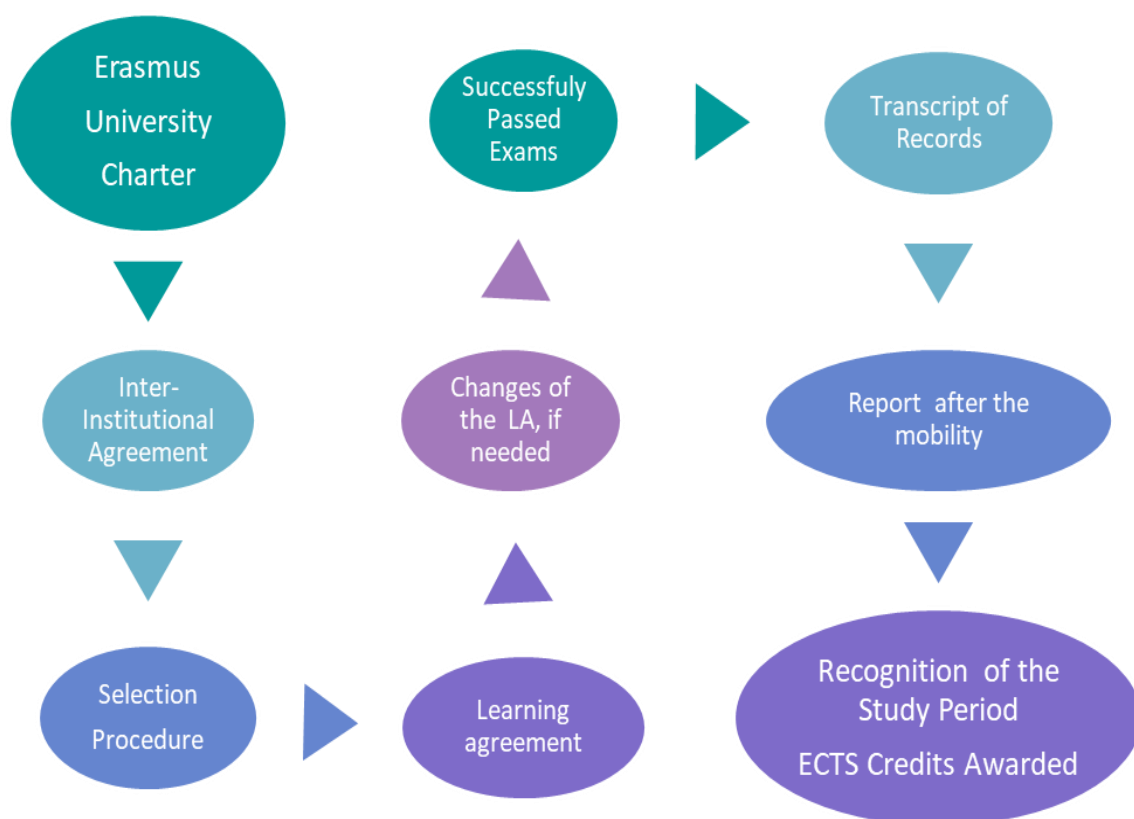
The University Publishing Complex addresses the objectives of the educational and research process at UNWE by publishing textbooks, research conferences proceedings, materials for university projects.

The university library is keeping 542 616 volumes. Library’s e-resources provide free access to widely known electronic databases such as: EBSCO, Emerald, Elsevier (Scopus), Springer Link, Science Direct, Thomson Reuters (Web of Science) etc.

Since its establishment 100 years ago the UNWE faculty members and alumni are eminent scientists, government figures, prime ministers, ministers, deputies, politicians, the first Bulgarian European Commissioner after the Lisbon Treaty entered into force, the first Bulgarian - Managing Director of the International Monetary Fund /IMF/, the first Bulgarian - Director General of Eurostat, ambassadors, representatives of our country in authoritative international organizations, mayors, public figures, businessmen, bankers, etc. Over the last years graduates of UNWE are six of the Bulgarian Prime Ministers including the first woman prime minister.

Holders of the honorary title of Doctor Honoris Causa of UNWE are authoritative persons from Europe and the USA and among them are: Prof. Joseph Stiglitz and Prof. Paul Krugman, holders of the Nobel Prize in Economics, Franz Fischler, European Commissioner for Agriculture, Prof. Václav Klaus, President of the Czech Republic, Prof. Danuta Hübner, European Commissioner, Prof. Francis Gurry, Director-General of the World Intellectual Property Organization (WIPO), Jean Claude Trichet, President of the European Central Bank, Prof. Taleb Rifai, Secretary-General of the UN World Tourism Organization /UNWTO/, Irina Bokova, Director-General of UNESCO, etc.

The Common Language of Recognition



Sofia, 2020

ECTS - EUROPEAN CREDIT TRANSFER SYSTEM

What is ECTS?

ECTS, the European Credit Transfer System, developed by the Commission of the European Communities, is designed to provide common procedures to guarantee academic recognition of studies abroad. It provides a way of measuring and comparing learning achievements of students by using commonly understood measurements, credits and grades, and transferring them from one institution to another and thus widening the choices available to students. In itself, ECTS in no way regulates the content, structure or equivalence of study programmes.

ECTS is a decentralized system, based on the principle of mutual trust and confidence between the participating education institutions. The few rules of ECTS, concerning Information (on courses available), Agreement (between the home and host institutions) and the Use of Credit Points (to indicate student workload) are set out to reinforce this mutual trust and confidence.

ECTS credits

ECTS credits are simply a value allocated to course units to describe the student workload. ECTS credits reflect the quantity of work necessary to complete a full year of academic study at the institution, including lectures, practical work, seminars, private work (in the library or at home), and examinations or other assessment activities. In ECTS, 60 credits represent the workload of an academic year of study, normally 30 credits are given for a semester. It is important that no special courses are set up for ECTS purposes, but that all courses are mainstream courses of the participating institutions, as followed by home students under normal regulations. Credits are also allocated to optional courses, project work, thesis, and practical placements, which form an integral part of the degree programme.

ECTS credits are allocated to course units but are only awarded to students who successfully complete the course by satisfying the assessment requirements.

Ministry of Education and Science Regulation 21/30.09.2004 constitutes that a credit system will be adopted for all students.

In the academic year 2004/2005 the credit system, compatible with the ECTS, was introduced from the first year of study at University of National and World Economy.

N.B. The schedule for each semester with the courses and ECTS credit points you will find on the university website on the following link: <https://www.unwe.bg/mobility/en/pages/10639/courses-taught-in-english-2019-2020-updated-list.html>

THE FINAL LIST AND SCHEDULE OF ALL AVAILABLE OPEN COURSES WILL BE SENT TO ALL INCOMING EXCHANGE STUDENTS 1-2 WEEKS BEFORE THE OFFICIAL START OF LECTURES.

GRADING SYSTEM & ACADEMIC CALENDAR

Academic Calendar

/	Winter Term	Summer Term
Lectures period	Beginning of October—mid of January	Beginning of February—end of May
Exam period	Mid of January—Beginning of February	End of May– Mid of June

GRADING SYSTEM:

Your final grade can be based upon a written exam, a test, a project or any combination of these. According to the Bulgarian education system all grades are awarded using a six-point scale, where 6 is the highest score possible (excellent). The table below represents how these grades compare with the ECTS grading system.

Bulgarian Grading System*		ECTS Grading System
Grade	Definition	ECTS Grade
6	Excellent	A
5	Very Good	B
4	Good	C
3	Sufficient	D, E
2	Fail	F, FX

*The UNWE applies the European Credit Transfer System in all undergraduate, graduate and post-graduate programs. Credits earned at our university can be transferred to other higher educational institutions in any of the participating European countries.

ERASMUS INFORMATION

If you are registered as a student at a university that has an ERASMUS+ agreement with UNWE, you may participate in an academic exchange at our university. You will attend the UNWE for one- or two-semester period, while remaining registered at your home university.

REQUIREMENTS:

- an active bilateral agreement between your home university and UNWE;
- to be registered in a Bachelor or Master degree program in a partner university;
- at least B2 level in English (or Bulgarian) according to the CEFR.

APPLICATIONS:

Exchange students must send their completed application forms and all accompanying documents directly to the Erasmus+ Office by post or to the Erasmus+ office email. The documents can be found on the website of our university.

DEADLINES FOR APPLICATION FORMS:

- **July 31** - for students planning to attend the upcoming winter semester or full academic year;
- **December 31** - for students planning to attend the summer semester in the ongoing academic year.

REQUIRED DOCUMENTS:

- 1. Application Form
- 2. Learning Agreement
- 3. Three (3) photos



PREPARATION

In order to prepare your individual study program (Learning Agreement) you'll have to choose your subjects from our List of Courses offered in English which are listed on our website!

It is important to know that courses may vary upon arrival!

ENTRY AND LEGAL RESIDENCY IN BULGARIA:

- **Visa**

Depending upon the nationality, students may need to obtain a long-stay entry visa before coming to Bulgaria.

- **Residence permit**

Unless the students are an EU or Swiss citizens, they may also need to finalize their application for a residence permit.

For more information and to find out whether one needs a visa or residence permit please, visit:

<https://www.mfa.bg/bg/uslugi-patuvania/konsulski-uslugi/patuvane-bulgaria/viza-bulgaria>

HEALTH INSURANCE:

If the student is a citizen of an EU member state or of Iceland, Liechtenstein, Norway and Switzerland, and plans to stay temporarily (up to 90 days) in Bulgaria, he/she might consider obtaining the European Health Insurance Card.

For more information please, visit:

<http://www.en.nhif.bg/web/guest/home>

If the student is not a citizen of any of these countries, he/she should check with his/her national authorities if there is entitlement to free or subsidized health treatment in Bulgaria.

Please, note that public health care security does not cover all kinds of medical services, so students might consider supplementing it with private health Insurance.

ACCOMMODATION

Exchange students may apply for accommodation in the university's dormitories. There is an "Accommodation" section in the Application form where students indicate their wish regarding the accommodation.

All rooms at the dormitories are shared, so students will have one or two other roommates.

Students pay in advance the rent for the entire period of their stay. In addition, students pay a security deposit. The "security deposit" authorization shall be cancelled after inspection and determination by the dormitories' officers that no damage, loss or injury (other than from reasonable wear and tear) has been done to the premises or property therein.

We are trying our best to get rooms ready for our exchange students before their arrival.

In order to do that, please be kind to inform our ERASMUS+ office (erasmus.incoming@unwe.bg) for the exact date and time of your arrival at least three weeks earlier.

NOTE: Arriving in weekends or during the night is not possible!

Working hours of the dormitory administration:

More detailed information about the dormitories (rules, pricing, etc.) can be found on our website!



EDUCATIONAL STYLE

- In order to prepare your individual study program (Learning Agreement) you'll have to choose your subjects from our List of Courses offered in English which are listed on our website! It is important to know that courses may vary upon arrival!
- The Lectures and seminars are the usual way of teaching at UNWE. Students attend lectures and seminars for each subject in their individual study program, unless otherwise specified. If there is more than one option for a specific lecture and/or seminar, please select the one that is most convenient for you (regarding the day and time) and which does not cause any timetable conflicts
- The schedule for each semester is available at the beginning of the specific semester. Exchange students receive the schedule by e-mail as soon as it is available. In order to receive any important information on time, please provide the Erasmus+ Office at UNWE with your valid e-mail address.
- Any changes to the original Learning Agreement must be made within 30 days of the beginning of the semester.
- Attendance at all class sessions is mandatory. In the event the student is reported as absent for more than 3 times without valid reason, he/she will not be admitted to the final exam.
- Exchange students may apply for Bulgarian language course within one week of the beginning of the semester. Classes are held once a week, and the course gives you 6 ECTS credits. At the end of the course each student will receive a certificate.
- Sport classes – 12 different sport activities are available for exchange students



ESN UNWE



ESN UNWE (Erasmus Student Network) is a volunteer student organization. All members of the ESN UNWE (the so called “buddies”) are recruited from home students who have already participated in the Erasmus+ Programme. The most important function of the network is to help incoming Erasmus students to adjust with the Bulgarian way of life, assist them in dealing with administrative and everyday affairs, and so on. The ESN UNWE also organizes a lot of activities within the academic year for exchange students.

Your buddy will help you with the following:

- contact you by e-mail at least two weeks prior to your arrival;
- pick you up at the airport, train- or bus station upon your arrival;
- help you with the accommodation at the dormitories;
- show you the university campus, faculty, library and the Erasmus+ Office;
- help you to arrange your Student ID, public transportation pass, residence permit and other paperwork that might be required.

USEFUL INFORMATION

LIVING EXPENCES montlly):

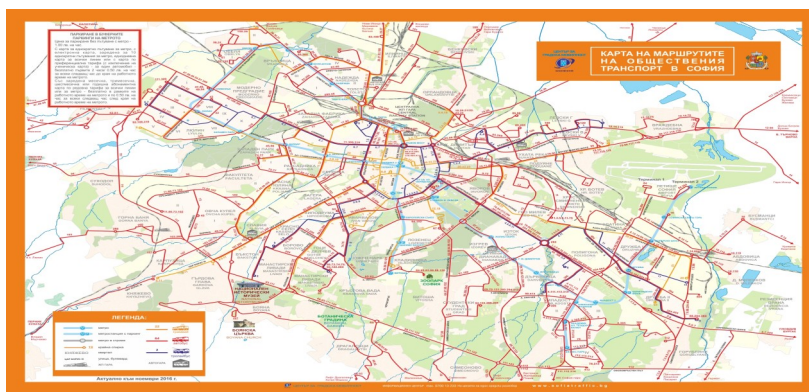
- Accommodation – 150 leva (dormitory) + 500 leva (deposit which is being returned at the end of your stay or 500-800 leva (free rent for an apartment)
- General living expenses – 400-600 leva
- Printing, stationary, photocopying, text books – 50 leva
- Internet – 20 leva
- Mobile phone – 20 leva

PUBLIC TRANSPORT:

One-way ticket for the public transport costs 1.60 lev. You must punch the ticket immediately after you get on the vehicle. It's done manually by pushing the puncher up. Upon arriving you can get a student card with a discount for the whole web of the public transport (21.50 leva for 1 month).

More information is available to the following link:

<http://www.sofiatraffic.bg/en/transport/121/marshrutna-mrezha>



WATER:

Sofia is one of the few European capitals where the tap water is safe to drink!

BULGARIA - FACTS



- Location – Southeastern Europe
- Official name – Republic of Bulgaria
- Capital city – Sofia
- Total area – 111,000 sq.km.
- Population - 6 951 482
- Climate - Temperate
- Time zone – EET (UTC +2)
- Official Language – Bulgarian
- Official script – Cyrillic
- Political system – Parliamentary republic
- Traditional religion - Orthodoxy
- Currency – Lev (BGN)
- Drives on the right



MONEY MATTERS

The official currency is the Bulgarian Lev (BGN). It is fixed to the Euro and one Lev is worth around 0.50 euro. The Lev is divided into 100 stotinki. Coins worth one, two, five, ten, twenty and fifty stotinka and one and two Lev are in circulation. Notes come in denominations of 5, 10, 20, 50 and 100.



Prices in shops and markets are fixed, so no bargaining. You have to pay what is written on the price tag.

Typical prices of some beverages and food:

- Coffee/Tea – 1-2 leva
- Sandwich – 3-5 leva
- Soup – 2-4 leva
- Salad – 4-7 leva
- Main course – 8-16 leva
- Mineral water – 1 lev
- Loaf of bread – 1,50 leva

BULGARIAN

Bulgarian is a Southern Slavic language with about 12 million speakers mainly in Bulgaria, but also in Ukraine, Macedonia, Serbia, Turkey, Greece, Romania, Canada, USA, Australia, Germany and Spain. Bulgarian is mutually intelligible with Macedonian, and fairly closely related to Serbian, Croatian, Bosnian and Slovenian.

Bulgarian was the first Slavic language to be written: it start to appear in writing during the 9th century in the Glagolitic alphabet, which was gradually replaced by an early version of the Cyrillic alphabet over the following centuries.

BULGARIAN PRONUNCIATION GUIDE

LETTER	PRONUNCIATION	LETTER	PRONUNCIATION
А а	like a in b ath	П п	like p in p ower
Б б	like b in b oat	Р р	like Spanish r (rolled)
В в	like v in v ictory	С с	like s in s upper
Г г	like g in g reat	Т т	like t in t ell
Д д	like d in d ent	У у	like oo in b oot
Е е	like e in l et	Ф ф	like f in f ever
Ж ж	like s in m ea <u>sure</u>	Х х	like h in h ot
З з	like z in z ipper	Ч ч	like ch in ch at
И и	like i in h i <u>t</u>	Ц ц	like ts in ca <u>ts</u>
Й й	like y in y es	Ш ш	like sh in ca <u>sh</u>
К к	like c in g old	Щ щ	like sht (sh+t)
Л л	like l in l ove	Ъ ъ	like ea in ea rnings
М м	like m in m other	- ь	<i>softens consonants before o</i>
Н н	like n in n ever	Ю ю	like you in y ou
О о	like a in b all	Я я	like you in y oung

PUBLIC HOLIDAYS

- 1st January – New Year's Day
- 3rd March – National Holiday (Day of Liberation from the Ottoman Rule)
- 1st May – Labor Day
- 6th May – St. George's Day, Day of the Bulgarian Army
- 24th May – Day of Bulgarian Enlightenment and Culture and of the Slavonic Alphabet
- 6th September – Bulgaria's Unification Day
- 22nd September – Bulgaria's Independence Day
- 1st November – Enlightenment Leaders Day – holiday for education institutions
- 24th December – Christmas Eve
- 25th and 26th December – Christmas
- Easter – two days (Sunday and Monday); moveable holiday



ERASMUS+ OFFICE

The most important contact for you at UNWE is the University Center for Students and Teachers Mobility (UCSTM) or, as it's more popular among our students, **the Erasmus+ Office**. You will receive all the information you need from the staff at the Erasmus+ Office. They are responsible for issuing all the certificates and transcripts.

The Erasmus+ Office is situated in the University of National and World Economy, main building, floor 1, room 1003.

You may contact the Erasmus+ Office by the following:

E-mail: erasmus.incoming@unwe.bg

Phone: + 359 2 8195 389

You can find all the necessary information about your exchange period on our

Website: <http://www.unwe.bg/mobility/en>

Our post address is:

University of National and World Economy

Erasmus+ Programme (office 1003)

Studentski Grad, 8-mi dekemvri St.

1700 Sofia, BULGARIA



GENERAL ECONOMICS FACULTY ECONOMICS

FUNDAMENTALS OF ECONOMIC THEORY, ECTS 5

BACHELOR

30 hours of lectures

Annotation:

The course is taught to students enrolled in bachelor programs in the field of study "Economics". The course provides a basic introduction to the study of "Economics" in a practical way, looking at the application of economic theory in the modern world, emphasizing recent trends and developments and putting them in a historical perspective. The material is presented and discussed in interactive lectures, with one-to-one tutorials to develop ideas and understanding. Background reading is required during the course, including selected books and articles. A combination of different teaching techniques is being used, such as lectures, discussions, individual tasks. Although it is an introductory course, the talks will open opportunities for stimulation of the students' creativity.

Evaluation:

The course valuation consists of several components.

For full-time students, the final grade is formed as follows:

$$FG = 0.4 \cdot MTE + 0.6 \cdot FE,$$

where:

FG = Final Grade;

MTE = Mid-Term Exam;

FE = Final exam.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is Average /3/. Converted to the ECTS the grading scale is as follows:

Prerequisite: None

MICROECONOMICS, ECTS 5

BACHELOR **60 hours lectures**

Annotation:

The course main objective is to introduce students to the subject of Economics and help them build the skills for economic thinking and rational behavior. The training involves basic coursework and makes extensive use of modern teaching tools and rich database of economic and statistical information.

The Microeconomics course studies the motives, principles, and purposes of rational economic behavior of individual entities (companies, households, government agencies, NGOs, etc.). Special attention is given to the way in which the needs of these entities are met considering the limited resources in different market environments (perfect and imperfect competition). The logic of market interactions is closely studied in terms of both the final goods market and the effective use of resources (land, labor, capital, entrepreneurship) and the respective incomes. Introducing the concepts of general market equilibrium, market failures, and the need for macro-level government intervention completes the analysis.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$\mathbf{FG = 0.4 \cdot MTE + 0.6 \cdot FE,}$$

where:

FG = Final Grade;

MTE = Mid-Term Exam;

FE = Final exam.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is Average /3/.

Prerequisite:

Fundamentals of Economic Theory

MICROECONOMIC THEORY, ECTS 6

BACHELOR

60 hours lectures

Annotation:

The academic course „Microeconomic theory” elaborates the common topics covered in Microeconomics textbooks and introduces a more detailed view on them using advanced methods like calculus. The course is a continuation of the Microeconomics course taught to all first-year students at UNWE and in most of the Business schools across Europe. The aim of the course is for students to be able to build up their knowledge regarding Microeconomic theory concepts and their application to real life. Throughout the course students will better understand the concepts of rational decision making and marginal thinking from a consumer and producer perspective. They'll be able to better understand functioning of markets under different assumptions related to a specific market features and limitations.

Evaluation:

The evaluation

method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, homework assignments, summarized course paper on a focused topic /max 5 pages/

Estimation scale /100 %/: minimum 51 % to pass, i.e. Satisfactory /3/; 60-72 % - Good /4/; 73-80 % - Very Good /5/; 81% and over – Excellent /6/ ;

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course paper and homework assignments form about 20% of the total score

Prerequisite:

Microeconomics

MACROECONOMICS, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The Macroeconomics course is an integral part of the training in Economics. It lays the foundations in the field of economic theory and is therefore of crucial importance with respect to other upcoming economic subjects in the curriculum. The purpose of the course is to provide students with basic knowledge about how the economy is functioning as a whole. This implies studying the aggregate behavior of different types of economic agents, the ongoing interactions between them within the realm of national economy, as well as the integration of the national economy within the global economy.

Macroeconomics studies such aggregate macroeconomic variables as the gross domestic product and its derivative indicators, employment and unemployment, the general price level and its dynamics, the state budget and financial system, the various macroeconomic policies and the country's foreign relations. Each studied phenomenon is looked at through the lens of the Bulgarian economy which allows students to familiarize themselves with the surrounding macroeconomic environment as well as to acquire basic skills for its analysis.

The course will help students acquire skills for applying macroeconomic analysis of the real world situations, focusing on the application of the macroeconomic theory and the assessment of different visions for macroeconomic policies.

Evaluation:

The course valuation is based on a few components: midterm exams, participation in discussions, individual work, final exam, etc. The final exam gives 60% of the final grade, while the sum of all other components forms 40%.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The estimation scale (100 %) is as follows: minimum 50 % to pass, i.e. Satisfactory (3); 61-70 % - Good (4); 71-80 % - Very Good (5); 81 % and over – Excellent (6).

Prerequisite:

The Macroeconomics course is a logical continuation of the first year, second semester compulsory course in Microeconomics.

MACROECONOMIC THEORY AND ANALYSES, ECTS 4

BACHELOR
60 hours lectures

Annotation:

The course in Macroeconomic theory and analysis is a logical continuation of the second year's course in Macroeconomics, where students learnt the basic macroeconomic categories and the key relationships on the macroeconomic level. It elaborates theoretical constructions and models of the previous discipline, following the standard logic of presentation of the macroeconomic issues. In the examination of each thematic range of issues the course focuses on its interpretation within the framework of the different theoretical concepts – Keynesian school, post-Keynesian school, Neo-Keynesian school, neoclassical school, monetarism, new classical macroeconomics, etc. It traces out the evolution of the views within each of major macroeconomic theories, and analyzes the fundamental assumptions and conclusions drawn in the respective concepts and models.

The course gives:

knowledge for current developments in macroeconomic theory and theoretical macroeconomic analysis, for peculiar interpretations of macroeconomic relationships within the different theoretical concepts, and for achievements and limitations of fundamental theoretical models. It deepens and broadens knowledge of key macroeconomic variables and relationships, acquired in previous disciplines, and characterizes their behavior in the controversial macrocosmic reality;

skills for applying macroeconomic analysis of the real world situations focusing on the application of theoretical models and the assessment of different visions for macroeconomic policy conducting.

Evaluation:

The course valuation is based on a few components: midterm exam, individual assignment, power point presentation on individual assignment, final exam, etc. The final exam gives 60% of the final grade, while the sum of all other components forms 40%.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The estimation scale (100 %) is as follows: minimum 50 % to pass, i.e. Satisfactory (3); 61-70 % - Good (4); 71-80 % - Very Good (5); 81 % and over – Excellent (6).

Prerequisite:

The Course in Macroeconomic theory and analysis is designed for students, who have already passed the following courses: Principles of economics, Microeconomics and Macroeconomics. It is supposed that students have already acquired the terminology and the basic knowledge of the principles of functioning of the economy at different levels. The teaching methodology used is based on the knowledge from the courses in Mathematics, studied in the previous years.

INSTITUTIONAL ECONOMICS, ECTS 6

BACHELOR

60 hours lectures

Annotation:

This is an introductory course on how economists think about institutions – the formal and informal rules driving our everyday life. The course reviews how institutions emerge, evolve and how they shape the differences in economic development over time. It also looks at the micro decision making and discusses how institutions affect our behavior as citizen and as entrepreneurs.

More specifically, the course illustrates how the legal institutions of a market economy work, how new markets are created, and why is enforcement of contracts and laws so important for the economy. In addition, the course zooms in on the effects of government regulation on businesses and brings out the origins and consequences of property rights. Furthermore, the course emphasizes on how institutions affect economic development and includes the other, non-institutional, factors that shape the differences between a successful and a failing economy. \

Evaluation:

The evaluation considers students results from the course paper /max 20-25 pages/ and the semester exam.

Grading scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam comprises of answering theoretical questions and assignments in written form.

The result from the course paper forms 50% of the total student evaluation.

Prerequisite:

Micro- and Macroeconomics

BEHAVIORAL ECONOMICS, ECTS 6

BACHELOR

60 hours lectures

Annotation:

The academic course „Behavioral Economics” combines ideas from cognitive psychology and economics, and provides valuable insight and explains why the human beings are irrational while making decisions under risk and uncertainties.

Standard economic theory is normative theory. This theory understands human behavior as a behavior of Homo Economicus (rational person). The rational person is assumed to correctly weigh costs and benefits and calculate the best choices for himself and always maximize utility. The rational person has perfect self-control and can restrain impulses that may prevent him from achieving his long-term goals.

In contrast, behavioral economics shows that actual human beings do not act that way and real behavior of the humans is breaching rational choice model. Behavioral economics is descriptive theory. This theory will explain why and how people make errors and why they are irrational and why people have limited cognitive abilities and weak self-control. Systematic errors or biases recur predictably in particular circumstances. Lessons from behavioral economics can be used to create environments that nudge people toward wiser economical and financial decisions and healthier lives.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, course paper /max 15 pages./

Estimation scale /100 %/: minimum 60 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course paper forms about 15% of the total score

Prerequisite:

Microeconomics and Macroeconomics

INTERNATIONAL ECONOMICS, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The course of International Economics interprets international economics as a system and presents its functional mechanism. Students receive the knowledge for trade, tariffs, exchange rates, integration and capital flows. Main points of the course are classical and contemporary trade theories, tariff and nontariff barriers, foreign currency markets and policy, balance of payments, internationalization in production and capital, integration, developing countries. The main purpose of the course is to study the influence which the openness of the economy has on its balance, as well as to analyse the possible harmful effects and how they can be eliminated. The knowledge gained from the course gives students the opportunity to interpret the state of the national economy in relation to the rest of the world and the changes which take place in macro policies.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of:

$$\mathbf{FN = 60\% EX + 40\% SE}$$

when:

FN = final note;

EX= EXAM;

SE= semester examination

Estimation scale /100 %/: minimum 50 % to pass, i.e. Satisfactory /3/; 60-70 % - Good /4/; 71-80 % - Very Good /5/; 81 % and over – Excellent /6/

The semester exam is in writing in the form of a test.

Prerequisite:

Basic Microeconomics and Macroeconomics courses

ECONOMICS OF THE EUROPEAN UNION, ECTS 4

BACHELOR

45 hours lectures

Annotation:

The course includes 12 topics, from introductory to in a very short amount update students' knowledge of the EU and most mature forms of economic integration, which it represents. Subsequently considered Europe's place in a globalized world, political and economic realities. Special attention is paid to the overall performance of the EU economy; of the current macroeconomic priorities and objectives to 2025; the specific framework of rules for the development of the EU economy; the main indicators to measure the macroeconomic potential of the EU and its most important formats; national and regional aspects of the EU economy, including Bulgaria. An important point of the course appearing themes of the role of economic/s policy/policies on the functioning of the EU economy; macroeconomic strategies and pacts and their role in enhancing the competitiveness of the EU economy; mechanisms to combat and prevent crises. Lectures ends with a comparison between the EU economy and those of other major economic players, incl. the possibility of transforming the economic potential of the Union's political influence.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$\mathbf{FG = 0.4 \cdot MTE + 0.6 \cdot FE,}$$

where:

FG = Final Grade;

MTE = Mid-Term Exam;

FE = Final exam.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is Average /3/.

Prerequisite:

Macroeconomics

MONETARY ECONOMICS, ECTS 6

BACHELOR

60 hours lectures

The academic course „Monetary economics” and Its aim is to gain insight into more recent approaches to monetary policy, and to developments in understanding and applying such policy. Students should have a solid grounding in microeconomics and macroeconomics.

The main objectives of the course will be to understand the role of money and interest rates in the economy as well as to understand some models where inflation shows persistence, the theory of monetary policy, monetary policy operating procedures and the central banking mechanisms. By the end of the course lectures are dedicated to recent activities of ECB, FED and other central banks monetary policies and their influences on the macroeconomic activity.

Evaluation:

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exams are two (intermediate and final exam) is in writing in the form of a test including theoretical questions and assignments. The intermediate exam weights 40% whereas the final exam forms 60% of the total grade.

Prerequisite:

Basic monetary economics course

PUBLIC SECTOR ECONOMICS, ECTS 6

BACHELOR 60 hours lectures

Annotation:

The course aims to reveal the red line of public finance sector economic development. Pareto improvement is the key for government intervention and the establishment and expansion of the public sector of the economy. In the light of Pareto efficiency, the optimal supply of public and quasi public goods are presented. But how the society take collective decisions: what, how, for whom public goods have to be supplied or public choice theory. As a result -modelling budget as a tool for funding public goods supply and consumption. In second large part of the course the taxation is analysed in order to reveal the most efficient tax enforcement and generally the creation of optimal tax system. All students have to prepare case studies on specific subject for analyzing models and practical illustration of optimal collective decision making.

Evaluation:

The final grade is on six-mark scale, where the minimum score for successful completion of the course is "Satisfactory / 3 /." The comparability of the grade relative to European system of credit transfer is as follows:

The final grade is formed as a result of written exams and has a complex character.

Evidence:

- final written exam – 70%;
- course project presentation- 20 %;
- lecture attendance and participation in seminar discussion –10%.

Prerequisite:

Microeconomics, Macroeconomics

NONPROFIT ECONOMY, ECTS 4

BACHELOR

45 hours lectures

Annotation:

The course aims to present to the students the place of contemporary non-profit organizations within the broader concept of civil society. The first module studies the historical roots and development of the theoretical thought regarding civil society. Starting from ancient times it shows the students the path to the XXth century understanding that puts an equation sign between organized civil society and the concept of the third sector. The main focus is on the emergence of the so called social economy, consisting of all types of institutions – nonprofit organizations (associations and foundations), community centers, co-operatives, social enterprises, etc. Finally NPOs are examined related to the generation and accumulation of trust and social capital.

The second module is focused on the place of NPOs in the three sector economy. They are studied in contrast and comparison with the functions of the state and the private sector. Some recent research regarding their contribution to the GDP and its reflection in the System of national accounts is also considered. The economic models of NPOs' functioning in different parts of the world – Latin America, Africa, Asian societies, the Western world – are given as examples to the students.

The third part of the course is concentrated on Bulgarian non-profit institutions, their rich history, legal framework, and contemporary practices. Several hours are planned for careful study of the typical Bulgarian non-profit "players" and their specific modes of operation. The last module focuses on some specific financial and managerial issues concerning nonprofits – fundraising, engaging in business activities, attracting volunteers, evaluation of their input into the daily life and strategic reach of the nonprofits.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$\mathbf{FG = 20\% PR + 30\% CAP + 50\% FT,}$$

where:

FG	=	Final Grade;
PR	=	Presentation on a NPO;
CAP	=	Cause Attainment Plan;
FT	=	Final Test.

Prerequisite: none

ECONOMIC SOCIOLOGY, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The academic course “Economic sociology” explains the use of sociological perspective in the explanation of economic phenomena - the frames, the concepts and the explanatory models, which sociology gives to the group of activities, related to the production, distribution, exchange and consumption of limited commodities and services. The economic process is seen by sociologists as an organic entity of society, which explains why sociological analyses of the economic process, the analyses of the ties and relationships between economics and the rest of society, analyses of the change of the institutional and cultural parameters define the social context of economics.

At the same time this course is introducing the discipline of sociology – its thinking and its substantive areas to first year students in economics. Thus, the course emphasizes the sociological thinking – making it possible to see others and ourselves as shaped by the cultures and social forces of our time and being able to look for social patterns that question phenomena taken for granted along with the substantive areas of contemporary economic sociology.

EVALUATION:

The course valuation consists of several components. The final grade is formed by:

$$\mathbf{FG = 0,70 FE + 0,15 GPR + 0,15 IE}$$

Where:	FG	=	Final degree
	FT	=	Final Test
	GR	=	group presentation
	IE	=	individual essay writing

ECONOMIC CULTURE, ECTS 6

BACHELOR

45 hours lectures, 15 seminars

Annotation:

The opinion that culture is not sufficient but an extremely necessary condition for economic development is shared by many people nowadays. Usually they stress that along with the values and norms of behaviour in society, there are also important conditions for the development of market institutions and political context as the information on micro level.

The course objective is to introduce students to the basic relationship between economy and culture. The curriculum is focused on those shared values, everyday practices, and social mechanisms, which have been developed, stored, and handed down from one generation to another as a way and style of their economic activity; the influence of traditions, customs, beliefs, and socio-cultural preferences over the economic life.

The students will elaborate on specific topics, related to the economic culture of different countries, regions and ethnic groups. The aim of the course is to develop creative thinking and practical skills in the students through discussions, simulations, and essays.

Evaluation: The evaluation method is presented by the following formula:

Final Grade = $0.4E + 0.6(\frac{1}{2} S + P)$

E - examination

S - simulation of negotiations based on the development of business cultural profiles

P - participation at debates and discussions

Prerequisite: Economic and Social Theories - Basic Course; Economic History; Macroeconomics

HUMAN RESOURCE MANAGEMENT, ECTS 6

BACHELOR 60 hours lectures

Annotation:

The purpose of the course is to provide systematic knowledge of human resource management as the most important “capital” of the business organization and represent one of its largest investments. The objectives of HRM include personal objectives, organizational objectives, and societal objectives.

The attainment of these objectives necessitates the performance of several functions. These include human resource planning, job analysis, staffing, orientation, training and development, performance appraisal, career planning, compensation, benefits, labor relations, and record keeping. All systems and sub-systems of HRM must be incorporated in the organization while setting the goals and objectives. This will also integrate the purposes and processes and make HRM more meaningful. In small organizations, most human resource functions are performed by owners or operating managers.

Large organizations usually have a human resource department that is responsible for coordinating and directing the human resource functions. Successful human resource management is essential to organizational growth and success. In the light of new challenges, there are indications that human resource people will play an increasingly important role in an organization’s long-range planning and policy-making activities.

Furthermore, this course will be useful no matter what career path you pursue since it addresses issues that will have an impact on you in the workplace.

The course provides students with the knowledge of:

- to develop an understanding of the role of the human resources (HR) function in an organization.

The course will help students acquire skills such as:

- will be able to define what human resources management is.
 - will understand the role of HR within the functioning of an organization.
- will be able to summarize the major activities associated with human resource management.

Evaluation:

The course assessment consists of several components: a Mid-Term Exam; an on-going assessment and an individual assignments based on a course work.

Prerequisite:

No prerequisites.

LABOUR ECONOMICS, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The course of “Labour Economics” covers as starters the basic issues of the labour market – nature, characteristics, specifics, economic and social aspects, etc. A key accent is put on the reproduction of population, incl. the demographic foundations of the labour market. Special place is given to the labour market in the conditions of perfect competition and the possibilities for its implementation as a theoretical model for analysis and assessments. The issues of labour supply and demand are discussed in greater detail. A special accent in the discipline is put on the human capital and the investments made in it. The basic approaches for assessment of the effectiveness and return of human capital investments are presented. Another part of the discipline is devoted to the problems of employment and unemployment. The basic theoretical and practical issues as well as the European and national policies in the fields of employment and unemployment are presented.

Social insurance systems and their connection to the labour market and the demographic development are objects of separate topics in the discipline “Labour Economics”. Another part of the discipline “Labour Economics” is devoted to the price of labour and the remuneration systems. Key place in the discipline is devoted to the organisational behaviour and organisational culture. The issues of labour productivity are also objects of particular attention. The last part of the discipline “Labour Economics” deals with the issues of industrial relations and collective bargaining together with their development practices in Bulgaria. The elaboration of the study programme on the discipline “Labour Economics” takes into account the key moments in similar courses presented in universities abroad as well as the experience accumulated in the process of its teaching in UNWE.

Evaluation:

For full time students, the final grade is formed as follows:

$$\mathbf{FG = 100\% \times FE,}$$

where:

FG = Final Grade;

FE = Final Exam;

Prerequisite:

Economics course

HUMAN RESOURCES, ECTS 6

BACHELOR

60 hours lectures

Annotation:

In the “Human Resources” course the key aspects of human resources are examined as an object and subject of the socio-economic system. Special attention is given to the role of human resources in the building and effective development of a knowledge-based economy where the generation and the use of knowledge is the main factor for economic growth and social cohesion.

The main trends in human resources development in Bulgaria are presented in the context of the changes that take place in the sphere of human resources in the European Union. Human resources investment is examined in connection with the employment dynamics, labour productivity, income and competitiveness.

In addition, the content of the discipline takes into account the latest trends in key areas of social and economic development such as: globalization of the economy, population ageing, development of the systems of education, training and lifelong learning, emerging of new forms of employment and labour organisation, regional development, etc.

Evaluation:

For full time students, the final grade is formed as follows:

$$\mathbf{FG = 50\% \times FE + 30\% \times GBSC + 20\% \times IA,}$$

where:

FG = Final Grade;

FE = Final Exam;

GBSC = Grade Based on Semester Control;

IA = Individual Activity.

Prerequisite:

Labour Economics course

INDUSTRIAL RELATIONS, ECTS 6

BACHELOR

60 hours lectures

Annotation:

Industrial Relations is a discipline which examines the formation and development of the relations among the state, the representative organisations of employees and of employers with respect to the labour and social insurance relations as well as the standard of living, as a means for achieving balance among the participants therein. It studies the nature, principles, parties, forms and models of the collective labour relations in the international practice, while the emphasis is placed on the development of the practice in the European Union Member States. A special attention is given to the emergence and development of the industrial relations in Bulgaria, to their institutionalisation, as well as to the problems, arising in this respect.

Evaluation:

For full time students, the final grade is formed as follows:

$$\mathbf{FG = 60\% \times FE + 40\% \times IA,}$$

where:

FG	=	Final Grade;
FE	=	Final Exam;
IA	=	Individual Activity.

Prerequisite:

Labour Economics course

FINANCE & ACCOUNTANCY FACULTY
ACCOUNTANCY AND ANALYSIS

PRINCIPLES OF ACCOUNTING, ECTS 5

BACHELOR

60 hours lectures, 0 hours seminars

Annotation:

The course general goals are:

- to give students thorough and integrated understanding of the techniques of double entry accounting aimed at encouraging reasoning through critical acceptance, understanding and expression of well-known and newly-developed theories;
- to give students skills for application of double entry accounting principles in recording transactions, adjusting the accounts and preparing non-complex financial statements aimed at development of a framework of logical economic thinking.

The course is structured around the following four sections:

- Introduction – the Accounting Principles and the Changing Business Environment;
- Recording Business Transactions;
- Adjusting the Accounts and Completing the Accounting Cycle;
- Preparing Basic Financial Statements.

Evaluation:

The course valuation consists of a single component – final exam. The semester final exam consists of 4-5 case studies examining all key concepts including the preparation of non-complex financial statements.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 55%.

Prerequisite:

N/A

ACCOUNTING FOR INTANGIBLE ASSETS, ECTS 6

BACHELOR

45 hours lectures, 30 hours seminars

Annotation:

The course provides basic knowledge related to the accounting interpretation of economic operations and processes performed with regard to intangible assets of enterprises. To be more precise, this knowledge concerns: essential characteristics of intangible assets and recognition criteria for accounting purposes; evaluation and organization of intangible assets reporting; accounting treatment of operations on acquisition of rights on intangible assets, not resulting in changes to the legal rights on them; accounting treatment of operations on acquisition of rights on intangible assets, resulting in changes to the legal rights on them; accounting treatment of acquisition of internally generated intangible assets; accounting treatment of operations with respect to provision of rights on intangible assets not resulting in changes to the legal rights on them; accounting treatment of operations relating to provision of rights on intangible assets resulting in changes to the legal rights on them; usage of the generated accounting information for analysis and management of entity's intangible assets. The course is also directed towards the acquisition of practical skills for the implementation of the studied accounting approaches and models.

Evaluation:

The course valuation consists of two components – a course work (50%) and a final exam (50%).

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 50%.

Prerequisite:

Principles of Accounting

FINANCIAL ACCOUNTING, ECTS 6

BACHELOR

45 hours lectures, 30 hours seminars

Annotation:

The academic course is aimed at broadening and enhancing students' theoretical knowledge and practical skills for the overall accounting cycle from recording the transactions occurred, their classification and summary through various accounts to periodic aggregation and presentation of accounting data in annual financial statements of an entity. The academic course is arranged based on distinct items of assets, liabilities, equity, income and expenses. The course addresses, in a logical consequence, the accounting procedures, methodology and techniques based on the accounting regulation requirements - the Accountancy Act and the applicable set of accounting standards. The focus is on the International Financial Reporting Standards (IFRSs) requirements, however, when dealing with particular issues, the differences are outlined with the National Accounting Standards (NAS) requirements.

Evaluation:

The course valuation consists of two components – a mid-term exam (50%) and a final exam (50%).

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 50%.

Prerequisite:

Principles of Accounting

FUNDAMENTALS OF COST AND MANAGEMENT ACCOUNTING, ECTS 6

BACHELOR

75 hours lectures, 45 hours seminars

Annotation:

The course general goals are:

- to give students basic and integrated theoretical knowledge in the field of cost and management accounting aimed at encouraging reasoning through critical acceptance, understanding and expression of well-known and newly-developed theories;
- to give students basic skills for application of various methods and approaches in the field of cost and management accounting aimed at development of their logical thinking, innovative and creative approach in solving unstructured problems in the professional field.

The course is structured around the following sections:

- Foundations;
- Costing;
- Using Cost Information in Basic Managerial Decision Making;
- Using Cost Information in Basic Performance Management.

Evaluation:

The course valuation consists of two components – a mid-term exam (50%) and a final exam (50%). The exams consist of 4-5 case studies examining all key concepts taught. The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 55%.

Prerequisite:

Principles of Accounting

BANK ACCOUNTING, ECTS 6

BACHELOR

45 hours lectures, 30 hours seminars

Annotation:

The main purpose of the course is to introduce students to the major issues relating to the nature of the Bank Accounting, its scientific theory and practical application. The course has to fulfil two main goals: to provide an in-depth knowledge about the bank accounting theory and to facilitate the acquisition of additional practical skills of the accountants for the overall accounting cycle in the banks. Students will distinguish the bank accounting as part of their economic science, including methods of research, specific terminology and gain of further economic knowledge, both in terms of theory and practical skills in financial accounting and its specific application in banking.

Upon completion of this course, students will be able:

- to systemize the information needed for the preparation of the financial statements of the banks;
- to analyze and interpret the accounting dynamics of the banks' capital, its changes as a result of the performed economic operations, the changes in revenues and expenses of the banks and the accumulated profit;
- to analyze and interpret from an accounting perspective money transfer payments in banks;
- to analyze and interpret from an accounting perspective the bank loans;
- to analyze and interpret from an accounting perspective the solvency indicators, capital adequacy, profitability and other factors, which determine the financial and economic stability of the banks.

Evaluation:

The course valuation consists of two components – a mid-term exam (50%) and a final exam (50%).

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 50%.

Prerequisite:

Principles of Accounting, Financial Accounting

INTERNATIONAL ACCOUNTING STANDARDS, ECTS 6

BACHELOR

45 hours lectures, 30 hours seminars

Annotation:

The course general goal is to help better absorption and understanding of the philosophy and technology of practical use of international financial reporting standards/ international accounting standards (IAS). This is achieved through a detailed study of specific standards and their practical application in case-based scenarios.

The course will provide skills to students on the following:

- improving the techniques for using IAS;
- preparing the financial statements for an entity;
- applying the requirements of IAS to particular practical situations;
- communicative skills and ability to discuss on accounting issues in English.

Evaluation:

The course valuation consists of three components – preparation of individual assignments (30%), active participation in class discussions (20%) and final exam (50%). The final exam normally focuses on the topics related to the IFRSs application.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 50%.

Prerequisite:

Principles of Accounting

PERFORMANCE MEASUREMENT AND REPORTING IN FINANCIAL INSTITUTIONS, ECTS 6

BACHELOR

45 hours lectures, 30 hours seminars

Annotation:

The course focuses on understanding the limitations of both the financial statements and the traditional methods used in analyzing them, Discussed are the role and importance of management accounting and its effects on reported performance and interpretation of financial information for the purpose of inter-company accounting analysis and decision making.

The course general goals are to show:

- how strategic and operational planning is used to govern a financial institution in line with the goals;
- how management can assure, measure and evaluate the performance of financial institutions;
- how management design, implement and use information reporting system to motivate management for a proper performance and decision making.

Evaluation:

The course valuation consists of three components – preparation of individual assignments (20%), mid-term exam (30%) and final exam (50%).

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 50%.

Prerequisite:

Principles of Accounting

FINANCIAL REPORTING – PART 1, ECTS 5

MASTER

60 hours lectures

Annotation:

The course general goals are:

- to understand and apply accounting standards;
- to understand and apply theoretical framework in the preparation of financial statements of entities, including groups;
- to analyse and interpret financial statements.

The course is structured around the following sections:

- The Conceptual and Regulatory Framework for Financial Reporting;
- Accounting for Transactions in Financial Statements.

Both courses „Financial Reporting - Part 1“ and „Financial Reporting - Part 2“ cover 90 – 95% of the content of ACCA Paper “Financial Reporting”.

Evaluation:

The syllabus is assessed by a two-hour closed-book paper-based examination. The exam contains both computational and discursive elements, divided into two sections:

- Section A of the exam comprises multiple choice questions, which form 40% of the final grade.
- Section B of the exam comprises open-ended questions adopting a case study approach, which form 60% of the final grade.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 50%.

Prerequisite:

Principles of Accounting

FINANCIAL REPORTING – PART 2, ECTS 4

MASTER

60 hours lectures

Annotation:

The course general goals are:

- to understand and apply accounting standards;
- to understand and apply theoretical framework in the preparation of financial statements of entities, including groups;
- to analyse and interpret financial statements.

The course is structured around the following sections:

- The Conceptual and Regulatory Framework for Financial Reporting;
- Accounting for Transactions in Financial Statements.
- Analysing and Interpreting Financial Statements;
- Preparation of Financial Statements.

Both courses „Financial Reporting - Part 1“ and „Financial Reporting - Part 2“ cover 90 – 95% of the content of ACCA Paper “Financial Reporting”.

Evaluation:

The syllabus is assessed by a two-hour closed-book paper-based examination. The exam contains both computational and discursive elements. The exam comprises open-ended questions adopting a case study approach, which form 100% of the final grade.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 50%.

Prerequisite:

Principles of Accounting

MANAGEMENT ACCOUNTING, ECTS 6

BACHELOR

75 hours lectures, 45 hours seminars

Annotation:

The course general goals are:

- to give students thorough and integrated theoretical knowledge in the field of management accounting aimed at encouraging reasoning through critical acceptance, understanding and expression of well-known and newly-developed theories;
- to give students thorough skills for application of various methods and approaches in the field of management accounting aimed at development of their logical thinking, innovative and creative approach in solving unstructured problems in the professional field.

The course is structured around the following sections:

- Cost Management;
- Managerial Decision Making and Pricing;
- Performance Management.

Evaluation:

The course valuation consists of two components – a mid-term exam (50%) and a final exam (50%). The exams consist of 4-5 case studies examining all key concepts taught. The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 55%.

Prerequisite:

Principles of Accounting

MANAGEMENT ACCOUNTING FOR DECISION MAKING, ECTS 6

45 hours lectures

Annotation:

The course general goals are:

- to give students highly specialised contemporary theoretical and practical knowledge in the field of management accounting which to form the basis of their originality in developing and applying professional decisions;
- to give students skills for application of various methods and approaches in management accounting to quantitative and qualitative information for making multidimensional interdisciplinary decisions under uncertainty.

The course is structured around the following sections:

- Traditions and Innovations in Cost and Management Accounting;
- Relevant Costs for Short-term Decisions;
- CVP, Scarce Resources and Pricing Decisions;
- Risk and Uncertainty in Decision Making.

Both courses “Management Accounting for Decision Making” and “Management Accounting for Performance Measurement” cover 90 – 95% of the content of ACCA Paper “Performance Management”.

Evaluation:

The syllabus is assessed by a two-hour closed-book paper-based examination. The exam contains both computational and discursive elements, divided into two sections:

- Section A of the exam comprises multiple choice questions, which form 40% of the final grade.
- Section B of the exam comprises of questions adopting a case study approach, which form 60% of the final grade.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 50%.

Prerequisite:

Principles of Accounting

MANAGEMENT ACCOUNTING FOR PERFORMANCE MEASUREMENT, ECTS 4

MASTER

60 hours lectures

Annotation:

The course general goals are:

- to give students highly specialised contemporary theoretical and practical knowledge in the field of management accounting which to form the basis of their originality in developing and applying new ideas in business planning, performance evaluation and control;
- to give students skills for application of various methods and approaches in management accounting to quantitative and qualitative information for planning, performance evaluation and control in an environment of high uncertainty and scarce information.

The course is structured around the following sections:

- Performance Management Information and Measurement Systems;
- Budgeting Techniques and Methods for Planning;
- Budgeting, Control and Performance Analysis;
- Performance Management from a Financial and Non-financial Viewpoint (Divisionalised Businesses included).

Both courses “Management Accounting for Decision Making” and “Management Accounting for Performance Measurement” cover 90 – 95% of the content of ACCA Paper “Performance Management”.

Evaluation:

The syllabus is assessed by a two-hour closed-book paper-based examination. The exam contains both computational and discursive elements, divided into two sections:

- Section A of the exam comprises multiple choice questions, which form 40% of the final grade.
- Section B of the exam comprises of questions adopting a case study approach, which form 60% of the final grade.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. The pass mark for the syllabus is 50%.

Prerequisite:

Principles of Accounting

FINANCE

PRINCIPLES OF FINANCE, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The „Principles of finance " is an introductory course that aims to acquaint students with the structure and functioning of the financial system. The course is taught in two parts. In the first part students will examine the origin and evolution of money and banks. This part of the course will cover topics related to the organization, structure and functioning of the banking system and its elements – the Central Bank, commercial banks and non-bank financial institutions. Also, the course will consider issues regarding the goals and instruments of monetary policy, as well as the peculiarities and constraints in the conduct of monetary policy under a currency board arrangement. Students will learn the main items of the balance sheet of commercial banks and the operations they carry out in connection with mediation services provided, including non-cash payments. The second part of the course deals with public finances. Students will examine and discuss the theoretical foundations and principles of taxation. Special attention will be given to the tax system in Bulgaria by looking at various types of taxes and the mechanisms for their collection. The budget process (drafting, voting, implementation, and reporting) and the principles of fiscal policy will be studied as well. The course of "Principles of finance" has both theoretical and practical focus. During the course, students will be engaged in discussions over the most important normative documents (laws, regulations, rules, etc.) related to the functioning of the financial system. Also, students will learn the basic methods for calculating different types of interest rates, as well as the calculation of prices of basic financial tools.

Evaluation:

A combination of different teaching techniques is used, such as: lectures, seminars, discussions, individual tasks, reports, surveys, case studies, etc.

The evaluation method is based on complex final estimation, comprising the results of: mid-term exam and grade based on semester control.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

The exam is in writing in the form of a test including theoretical questions and assignments.

Prerequisite:

Microeconomics and Macroeconomics

CORPORATE FINANCE, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The academic discipline "Corporate Finance" is designated for the undergraduate (bachelor-degree) students from the University of National and World Economy, Sofia. The general objective of this subject is:

- to provide in-depth theoretical knowledge on the basic concepts, approaches and techniques related to all important aspects of the management of company finance;
- to develop basic skills in the valuation of investments in different types of financial and real assets;
- to develop basic skills in applying modern approaches for raising capital and in considering alternative financing strategies;
- to develop basic skills in working capital management and in the analysis of financial statements.

The program aims at covering the following major aspects, related to Corporate Finance:

- An overview of the management of company finance;
- Valuation of investments in financial assets;
- Valuation of investments in real assets;
- Long-term finance;
- Financial and capital structure decisions;
- Working capital management;
- Analysis of financial statements;
- Understanding mergers and acquisitions.

Evaluation:

A combination of different teaching techniques is used, such as: lectures, seminars, discussions, individual tasks, reports, surveys, case studies, etc.

The evaluation method is based on complex final estimation, comprising the results of: mid-term exam, grade based on semester control and final exam.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

The semester exam is in writing in the form of a test including theoretical questions and assignments.

Prerequisite:

Microeconomics and Macroeconomics

MONETARY THEORY AND MONETARY POLICY-I LEVEL, ECTS 6

BACHELOR

Annotation:

The course "Monetary Theory and Monetary Policy-first level" acquaints students with the functions of money, monetary aggregates, financial intermediaries, interest rates and prices of financial instruments, the behavior of interest rates and their risk and term structure. The course explains the central bank functions and monetary policy tools, goals and targets. It introduces the difference between central banks and currency boards and acquaints students with multiple deposit creation and the money supply process. The analysis of different financial crises, including the recent financial crisis, as well as the European Central Bank's monetary policy response to the Euro area crisis are among the topics of the course. The course introduces the different theories of the demand for money, as well as the relationships between money and inflation, and money and economic activity. It explains how the IS-LM and aggregate demand and supply models help policy makers predict the effectiveness of monetary and fiscal policies on aggregate production, prices and interest rates. The course covers various theoretical concepts of monetary theory and policy and gives practical examples from the experience of the Federal Reserve System, the European Central Bank and different central banks belonging to the European System of Central Banks.

Evaluation:

A combination of different teaching techniques is used, such as: lectures, seminars, discussions, individual tasks, reports, surveys, case studies, etc.

The evaluation method is based on complex final estimation, comprising the results of: mid-term exam, grade based on semester control and individual activity.

The individual activity forms about 20% of the total score.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

The exam is in writing in the form of a test including theoretical questions and assignments.

Prerequisite:

Microeconomics and Macroeconomics

BANKING, ECTS 6

BACHELOR

45 hours lectures, 30 hours seminars

Annotation:

The course in "Banking" aims to familiarize students with the nature and principles of the banking, its role and major trends in its development. Main aspects of bank's management (bank's economy, main banking operations, risk management, liquidity management, credit activities) as well as securities trading and central banking will be discussed. Special attention is paid to financial intermediation and payments (methods and forms of payments, the functioning of payment systems).

In practical terms the training guides students how to analyze concrete situations and examples from banking activities related to lending, calculation of interest and repayment schedules, using various forms of payments, etc. Regarding the banking analysis, training provides familiarization with the balance sheet of the commercial banks, analyzing its structure, current capital requirements for commercial banks, as well as different approaches to the management of the assets and liabilities of the banks.

Evaluation:

The course teaching is done through a combination of lectures, discussions, individual assignments, consultations. Students will prepare a scholarly essay on a selected topic from the syllabus.

The evaluation method is based on complex final estimation, comprising the results of: grade based on semester control and individual activity.

The individual activity forms about 30% of the total score.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

The exam is in writing in the form of a test including theoretical questions and assignments.

Prerequisite:

Microeconomics and Macroeconomics

BANK RISK MANAGEMENT, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course on „Bank Risk Management” is aimed to provide specialized knowledge for the management of banking risks in a commercial bank. First, the issues concerning the banking policy and the parameters and criteria for evaluation of its activities, are considered. The emphasis in the course is placed on the risks that the bank identifies, measures and manages as a whole and by individual operations and activities. The main risks that are taught in the course are: credit risk, liquidity risk, market risks, incl. interest rate risk, currency risk, price risk, and operational risk. The theoretical fundamentals and concepts for the bank risk management are explored in the context of the banking regulation theory. The role of banking supervision is analyzed with a focus on the Basel regulatory frameworks for capital and liquidity. The study of the bank’s risk management system covers each risk, its definition, identification, the causes of its appearance, the basic methods for its measurement, as well as the models and methods for its management in accordance with the legislative framework in force in Bulgaria and the best international banking practices. The course examines the risk profile of the Bulgarian banking system and the tools, implemented by banks to manage their different types of risks. The current trends and problems in the bank risk management in Bulgaria, in the EU and globally, are also revealed.

Evaluation:

A combination of different teaching technics is being used, such as: lectures, discussions, written course projects, individual tasks, case studies, participation of guest-lecturers from the practice, visits of guest-researchers from abroad.

The evaluation method is based on complex final estimation, comprising the results of: mid-term exam, course project, group assignment, grade based on semester control.

The course project forms about 30% of the total score.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

The exam is in writing in the form of a test including theoretical questions and assignments.

Prerequisite:

Microeconomics and Macroeconomics

INTERNATIONAL FINANCE, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The education in the module "International Finance" will equip the students with a detailed knowledge concerning the key terms, relationships, equilibrium and the economic policy in an open economy, the exchange rates and foreign exchange market, the balance of payments (BoP) and the theories for its adjustment, the management of exchange rate risk, the institutional structure of international finance, the types of exchange rate systems and monetary systems, the evolution of international monetary and financial system, the functioning of currency unions, the optimum currency areas (OCAs), and so on.

During the education in this module, the theory and methodology of international finance are analyzed, as well as the practical aspects of the subjects taught: external debt and balance of payments, calculations of exchange rates, modeling and forecasting of financial parameters in an open economy, impact of the exchange rate developments on cash flows, international parity conditions, etc. The students will be acquainted with the latest trends and changes in the dynamically growing field of international finance as the introduction of the euro, the global financial crisis, the debt crisis in the euro area and many more.

Evaluation:

A combination of different teaching technics is being used, such as: lectures, discussions, written course projects, individual tasks, case studies, participation of guest-lecturers from the practice, visits of guest-researchers from abroad.

The evaluation method is based on complex final estimation, comprising the results of: mid-term exam, course project, group assignment, grade based on semester control.

The course project forms about 30% of the total score.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

The exam is in writing in the form of a test including theoretical questions and assignments.

Prerequisite:

Microeconomics and Macroeconomics

STOCK EXCHANGE MARKETS. ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

As an introduction to the discipline, the historical facts and characteristics of the origin of exchanges as markets are examined, and in particular the arising and development of the commodity and stock exchanges. This allows the student to outline the objective premises for the arising of the exchange trade and the factors, which lead to its activation in historical plan. The consideration of the exchange as a consummate market mechanism allows to determine its advantages over the other market forms, defining the factors, pressing the exchange quotes to coincidence with the equilibrium price for the moment. Place has been devoted to the specifics of the exchanges in the USA and Europe – commodity: Sofia Commodity Exchange, London Metal Exchange (LME), Istanbul Gold Exchange, the commodity exchange in Chicago (Chicago Board of Trade), as well as the stock exchanges in New York (NYSE), London (LSE), Frankfurt (Deutsche Boerse), Athens (ASE) and Bulgarian Stock Exchange – Sofia. The general organization of the individual markets is examined, as well as the specifics of the OTC and time transactions. The main types of orders on the stock exchange are presented, the used ways of quoting and the technique for conclusion of the various types of transactions – OTC, forward, futures (financial, currency, interest, index), swaps; transactions with option on futures contract or base asset. The main methods and techniques of the fundamental and technical analysis are considered, with the purpose of reading and forecasting the tendencies of the market, with a view to determining the moment of purchase or sale of the security. The indicators and the coefficients of the fundamental analysis allow to reveal the cause and effect connection between the reports on the company's financial situation and the trade in its equities. The analysis of the dynamics of the quotes for given past period allows to define the normal limits of the prices fluctuations, to determine the levels of resistance and support of the price and volume and thus to facilitate the selection of a moment for purchase or sale. The major stock indexes in the USA, Europe and Asia are discussed, as well as the possibilities of using other statistical information about the exchange trade. Separately are shown the possibilities for setting up exchange strategies and financial engineering for protection of portfolio or an individual position. A place has been allocated to the Bulgarian exchange market and the steps for its setting up and regulation.

Evaluation:

A combination of different teaching technics is being used, such as: lectures, discussions, written course projects.

The evaluation method is based on complex final estimation, comprising the results of: Final (term) exam – it is held as a closed test with 40 questions from all sections of the discipline.

Individual assignments – papers (15-20 pages max), synopses, reports (7-10 pages max) or presentations.

The individual assignment forms about 20% of the total score.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

Prerequisite:

Microeconomics and Macroeconomics

SOCIAL SECURITY FINANCE, ECTS 6

BACHELOR

30hours lectures, 30 hours seminars

Annotation:

Social security finance is a course that presents and evaluates economic rationales for social insurance. It explores the design of social insurance systems and the exact implementation of social programs in theory and practice. A broad theme running through the course concerns the right balance between the two alternative social insurance systems in the modern world: the state and the private system. In particular, the course analyzes Public Social Insurance System, public and private pensions, mandated benefits, unemployment insurance, disability insurance and health insurance. Some other important topics such as social insurance reforms /pension and health reform/, company-sponsored social insurance are included as well. A central goal of the course is to let students apply the fundamental economic principles of social insurance and income redistribution to the design and analysis of social programs not only in Bulgaria but also in many other countries.

Evaluation:

A combination of different teaching technics is being used, such as: lectures, seminars, discussions, individual tasks, reports, surveys, case studies, etc.

The evaluation method is based on complex final estimation, comprising the results of: mid-term exam, grade based on semester control and individual activity.

The individual activity forms about 25% of the total score.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

Prerequisite:

Microeconomics and Macroeconomics

THEORY OF INSURANCE, ECTS 6

BACHELOR

30 hours lectures

Annotation:

The content of the course covers key issues in the field of modern insurance theory and practice. Its purpose is to provide systematic knowledge about the basics of insurance - nature, functions, elements, types, etc. Besides the theoretical background of the students, the curriculum of this course focuses on the acquisition of practical skills through developing various examples and case studies on given topics. The course should be conducted with the understanding that within the semester basic insurance topics will be covered and the students will obtain knowledge on the main insurance products.

Evaluation:

The course combines different teaching technics in accordance with the form of education such as lectures, seminars, discussions, individual tasks, reports, surveys, case studies, etc. There will be in class exercises and examples will be given. Students will be given the opportunity to prepare presentations on selected topics.

The evaluation method is based on complex final estimation, comprising the results of: mid-term exam, grade based on semester control and individual activity.

The individual activity forms about 10% of the total score.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

Prerequisite:

Microeconomics and Macroeconomics

AUDIT – ADDITIONAL AUDIT AND ASSURANCE ISSUES, ECTS 4

MASTER

45 hours lectures

Annotation:

The independent financial audit occurs in response to the need to ensure the reliability of information and overcoming the risk of misrepresentation of information in financial statements. The course “Audit – Additional Audit and Assurance Issues” is suitable for future accounting professionals and future managers. The course general goals is to analyse, evaluate and conclude other audit and assurance issues in the context of best practice and current developments. The course is structured around the following sections:

- Regulatory environment;
- Professional and ethical considerations;
- Other assignments;

Current issues and developments.

Both courses „Audit - Concluding Assurance“ and “Audit - Additional Audit and Assurance Issues” cover almost entirely of the content of ACCA (The Association of Chartered Certified Accountants) Paper P7 Audit and Assurance.

Evaluation:

The evaluation is based on mid-term exam (30%) and final exam (70%)

Estimation scale /100 %/: minimum 50 % to pass, 50-60 % - Satisfactory /3/; 61-70 % - Good /4/; 71-80 % - Very Good /5/; 81 % and over – Excellent /6/

The semester exam is in writing in the form of a case study based on ACCA requirements.

Prerequisite:

Knowledge of the theory of accounting, financial accounting, corporate finance and management.

INTERNATIONAL FINANCIAL MANAGEMENT, ECTS 5

MASTER

60 hours lectures

Annotation:

The education in the course "International Financial Management" is aimed to study the nature and purposes of financial management in the international context.

The course general goals are:

- to give students highly specialised theoretical and practical knowledge in the field of international financial management, including in a macroeconomic and microeconomic context, which to form the basis of their understanding, analysis and critical apprehension of international opportunities, strategies and risk management techniques;
- to give students skills for applying international investment and financing techniques, assessing and managing exposures to exchange rate and interest rate risks, diagnosing problems in international financial environment, and formulating an adequate assessment of different cases, characterized by incomplete or limited information, or by uncertainty.

The course is structured around the following 4 major parts:

1/ International financial management and its environment, including: economic environment for business, international inflow of funds, international financial markets, exchange rate determination, currency derivatives, government influence on exchange rates, and international arbitrage, purchasing power parity and interest rate parity;

2/ Exchange rate risk and interest rate risk management, including: forecasting exchange rates, exchange rate risk, measuring and managing exposure to exchange rate fluctuations, managing transaction exposure, and managing economic and translation exposure;

3/ Long-term asset and liability management, including: foreign direct investment, multinational capital budgeting, international corporate governance and control, country risk analysis, multinational capital structure and cost of capital, and long-term debt financing;

4/ Short-term asset and liability management, including: financing of international trade, short-term financing, and international cash management.

Evaluation:

A combination of different teaching techniques is being used, such as: lectures, discussions, individual tasks, case studies, surveys, etc.

The evaluation method is based on final exam.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

The semester exam is in writing in the form of a test including theoretical questions and assignments.

Prerequisite: Microeconomics and Macroeconomics

FINANCIAL MANAGEMENT, ECTS 5

MASTER **60 hours lectures**

Annotation:

Value maximization is the leading objective of companies' performance which determines the priorities for their financial management. The key point in all courses in financial management during the latest one or two decades has become the so called "Value-Based Management" (VBM).

The general objective of academic discipline "Financial Management" is:

- to provide in-depth theoretical knowledge on the basic concepts, approaches and techniques related to all important aspects of the management of company finance;
- to develop basic skills in the valuation of investments in different types of financial and real assets;
- to develop basic skills in applying modern approaches for raising capital and in considering alternative financing strategies;
- to develop basic skills in working capital management and in the analysis of financial statements.

The program aims at covering the following major aspects, related to Financial Management:

- An overview of the management of company finance;
- Valuation of investments in financial assets;
- Valuation of investments in real assets;
- Long-term finance;
- Financial and capital structure decisions;
- Working capital management;
- Analysis of financial statements;
- Understanding mergers and acquisitions.

Evaluation:

A combination of different teaching techniques is being used, such as: lectures, discussions, individual tasks, case studies, surveys, etc.

The evaluation method is based on final exam.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

The semester exam is in writing in the form of a test including theoretical questions and assignments.

Prerequisite:

Microeconomics and Macroeconomics

TAX AND SOCIAL SECURITY CONTROL – PART 1, ECTS 5

MASTER

60 hours lectures

Annotation:

The course “Tax and Social Security Control-Part 1” general goals are:

- to introduce the students to the subject of taxation and social security control and provide the core knowledge of the underlying principles and major technical areas of taxation and social security, as they affect the activities of individuals and businesses.
- to give students highly specialised contemporary theoretical and practical knowledge in the field of tax and social security control which to form the basis of their originality in developing and applying new ideas in business planning;
- to give students skills for application of various methods and approaches in tax and social security control to quantitative and qualitative information for performance evaluation and control in an environment of high uncertainty and scarce information.

The course is structured around the following sections:

- The Bulgarian tax and social security system and its administration:
- Income tax liabilities;

Corporate income tax liabilities;

Both courses „Tax and Social Security Control - Part 1“ and „Tax and Social Security Control - Part 2“ cover 90 – 95% of the content of ACCA (The Association of Chartered Certified Accountants) Paper F6 Taxation.

Evaluation:

The syllabus is assessed by a two-hour closed-book paper-based examination. The exam contains both computational and discursive elements, divided into two sections:

- Section A of the exam comprises multiple choice questions, which form 30% of the final grade.
- Section B of the exam comprises of questions adopting a case study approach, which form 70% of the final grade.

Estimation scale /100 %/: minimum 50 % to pass, 50-60 % - Satisfactory /3/; 61-70 % - Good /4/; 71-80 % - Very Good /5/; 81 % and over – Excellent /6/

Prerequisite:

Knowledge of corporate finance, financial accounting and management.

TAX AND SOCIAL SECURITY CONTROL – PART 2, ECTS 5

MASTER

60 hours lectures

Annotation:

The course “Tax and Social Security Control-Part 2” general goals are:

- to introduce the students to the subject of taxation and social security control and provide the core knowledge of the underlying principles and major technical areas of taxation and social security, as they affect the activities of individuals and businesses.
- to give students highly specialised contemporary theoretical and practical knowledge in the field of tax and social security control which to form the basis of their originality in developing and applying new ideas in business planning;
- to give students skills for application of various methods and approaches in tax and social security control to quantitative and qualitative information for performance evaluation and control in an environment of high uncertainty and scarce information.

The course is structured around the following sections:

- The Bulgarian social security system;
- Scope of social security, health care and other similar contributions;
- The scope of value added tax (VAT);
- The VAT registration requirements;
- Computation of VAT liabilities and receivables;

Special VAT schemes, documentation requirements and compliance

Both courses „Tax and Social Security Control - Part 1“ and „Tax and Social Security Control - Part 2“ cover 90 – 95% of the content of ACCA (The Association of Chartered Certified Accountants) Paper F6 Taxation.

Evaluation:

The syllabus is assessed by a two-hour closed-book paper-based examination. The exam contains both computational and discursive elements, divided into two sections:

- Section A of the exam comprises multiple choice questions, which form 30% of the final grade.
- Section B of the exam comprises of questions adopting a case study approach, which form 70% of the final grade.

Estimation scale /100 %/: minimum 50 % to pass, 50-60 % - Satisfactory /3/; 61-70 % - Good /4/; 71-80 % - Very Good /5/; 81 % and over – Excellent /6/

Prerequisite:

Knowledge of corporate finance, financial accounting and management

MANAGEMENT AND ADMINISTRATION

STRATEGIC MANAGEMENT, ECTS 6

BACHELOR

60 hours lectures

The academic course “Strategic Management” is concerned with managerial decisions and actions that affect the long-term performance, growth and survival of business organizations. This course presents the key theories and frameworks for the analysis, formulation and implementation of strategy in a concise and accessible format. At the end of the course students will be able to analyse complex business cases, evaluate strategy alternatives and provide a company management with reasoned and reasonable recommendations how to identify and choose a superior competitive position and maximize the firm’s long-term performance.

Evaluation:

The evaluation method is based on complex final grade.

For full time students the final grade is formed as follows:

$FG = 50\% MTE + 25\% OA + 25\% IA$,

where:

FG = Final Grade;

MTE = Mid-Term Exam;

GBSC = Ongoing assessment;

IA = Individual assignments.

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The Mid-Term Exam is in writing in the form of a test including theoretical questions and assignments.

Prerequisite:

Fundamentals of management or equivalent course

FACILITY MANAGEMENT, ECTS 4

BACHELOR

45 hours lectures

Annotation:

The main purpose of the discipline is to give basic knowledge about facility management - a new scientific discipline and prosperous business. In a logical sequence, the discipline clarifies the conceptual model and the level of interaction of facility management. The process approach defined as fundamental to its implementation. Discussed are horizontal levels of FM processes, types and content of FM processes at the strategic level processes FM and FM tactical level processes at the operational level. Based on the life cycle of the building described the algorithm of its FM. Clarified the essence and basic concepts of energy efficiency, macroeconomic framework of its management and tasks of FM in the field of energy efficiency. Significant place is devoted to the quality and benchmarking in FM. Presented is the software of FM. As a result, students acquire knowledge and skills on how with the help of FM organizations are able to concentrate on their core business, to improve and be competitive.

Evaluation:

The course assessment consists of several components. For full time students the final grade is formed as follows:

$FG = 0.5 \times MTE + 0.3 \times OA + 0.2 \times IA$, where:

FG = Final Grade;

MTE = Mid-Term Exam;

OA = Ongoing assessment;

IA = Individual assignments.

Prerequisite:

Basic Management course

BUSINESS ANALYSES AND FORECASTS, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The purpose of the course is to equip students with theoretical and methodological knowledge and practical skills about the basics and practical application of game theory at company level. The efforts are aimed at mastering the core concepts, ideas and results of mathematical game theory. Another main objective of the course is to provide students with a different perspective on analysis of the environment in which organizations operate in today's global economy and the possible choices regarding the strategic positions of companies relative to other market participants. The students will acquire knowledge and skills that are associated with the creation of the strategic future of the company. Based on theoretical and methodological knowledge the students will develop applicable in practice skills to solve appropriate problems. The examples are meticulously chosen to representing the applicability of the theoretical models in practice. It is required of students to present papers either in a team or alone. The topics will be in analysis, forecasting models, business strategies and others.

Evaluation:

The course assessment consists of several components. For full time students the final grade is formed as follows

$$\mathbf{FG = 0.7 FE + 0.2 OA + 0.1 IA,}$$

where:

FG	=	Final Grade;
FE	=	Final Exam
OA	=	Ongoing assessment;
IA	=	Individual assignments.

CONSUMER BEHAVIOR, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The academic course Consumer Behavior stresses aspects of consumer behavior that are of widespread importance and draws on work in adjacent disciplines (psychology, sociology, etc.). The course is research-based and problem oriented, e.g. it is founded on the recent findings of empirical studies on consumer behavior and addresses the main contemporary marketing management problems. After an introduction, we describe the patterns of purchase that are usually observed in market economies and the way these patterns can be explained and applied. We then look at research that has illuminated our understanding of decision-making and show how this can be used. The last part of the course deals with the response to market intervention and covers price, promotions, advertising and merchandising.

Evaluation:

The course valuation consists of several components. For full time students the final grade is formed as follows:

$$\mathbf{FG = 0.3*GBSC + 0.7*IA}$$

where:

FG	=	Final Grade;
GBSC	=	Grade Based on Semester Control;
IA	=	Individual Activity.

COMPETITIVENESS OF ECONOMIC SYSTEMS, ECTS 5

BACHELOR

60 hours lectures

Annotation:

Competitiveness is an economic notion in a search for the “right definition”. Nowadays the interest of the researchers, managers, etc. towards the issues in the field of competition and competitiveness is significant. The course perceives the logic and requirements of the systems’ approach, behavioral theory and strategic thinking.

The objective of the course “Competitiveness of Economic Systems” is to provide students with knowledge and skills about the competitiveness of economic systems on national, regional, industrial and firm level. The course is based on the discussions of researchers with a leading role. The course comprises up-to-date basic and intermediate level concepts, definitions, approaches and methodologies about competitiveness and competitive advantages. Along with the theoretical implications, case studies are presented and discussed. Individual presentation and the course project will assist students to acquire skills to apply specific approaches and methods.

Evaluation:

The course valuation consists of several components. For full time students, the final and mid-term grades are formed as follows:

FG = 30%MG+ 70% EG,

MTG = 30% MTE1 + 30% MTE2 + 30% CP +10% IA,

where:

FG	=	Final Grade;
EG	=	Exam Grade;
MTG	=	Mid-Term Grade;
MTE	=	Mid-Term Exam;
CP	=	Grade on Course Project;
IA	=	Individual Activity.

SALES MANAGEMENT, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

Sales management consists of analysis, planning, implementation and control of sales activities. This includes formulation of goals and development of strategy for recruitment, training, motivation and appraisal of the company sales staff.

Study of sales management requires: on a first place, knowing activities of the sales process; and second, understanding mutual relationships in those activities and considering them as a system. Every activity in the sales management process needs to be performed in coordination to all other activities. This course provides knowledge for all forces that influence sales activities: factors on micro level and those on macro level; quantitative and qualitative factors.

The goal of the course is to master the sales management process, which consists of the following activities:

- Recruitment of sales personnel
- Training of sales personnel
- Compensation of sales personnel
- Motivation of sales personnel
- Organization of sales personnel
- Sales forecasting and planning

The goal of this course is to introduce strategic importance of sales management: its contribution for increase of sales, margin, market share, cash flow and return on investment.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 0,1 \times PT + 0,2 \times CP + 0,2 \times MTE + 0,5 \times EX,}$$

where:

FG	=	Final Grade;
PT	=	Grade for presence and active participation in classes;
CP	=	Grade for course project;
MTE	=	Grade from mid-term exam;

INPUT-OUTPUT ANALYSIS, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

The course of "Input-Output Analysis" is taught to provide specific knowledge in the field of economic analyses and their use in the decision-making process, which develops at different levels of economic institutional structure. A subject of the course is the description of economy in the cybernetic aspect and its advantages, but also relations of this type of analysis with economic information system are concerned.

The syllabus of "Input-Output Analysis" is fully in conformity with the requirement to balance theoretical and practical aspects of training in the specific area. The course emphasize on several key points, which depict the benefits of knowing and using input-output analysis. These have been turned into starting points to divide contain of the course into four sections. The first section concerns defining economy in the cybernetic aspect and determining the production boundary. This is the knot of the course, whereas the input-output analysis describes mainly links and relations that are specific for the economic system. This first step is a precondition to find out principal economic processes and to distinguish properly how they do develop at different levels of economic system (a macro, mezzo, regional, or micro level). Because information is the input of a decision-making process, it is important to know how to get relevant when necessary. And this is another issue of the first section of the course. In particular, methodological aspects of researches based on input-output analysis are discussed explicitly. In the second section the classical sample of input-output analysis, which has become known either in theoretical researches or economic practice as cross-industry balance as, is presented. Mathematic-economic models and specific analytical techniques are presented here in order to reveal the benefits of conducting input-output analysis and how to get them. Another section of the content of the course describes main challenges to compile input-output tables in practice because of difficulties in collecting data and data processing. Two principal tables, which summarize date and depict the physical picture of economic processes, are presented here, namely these are the Supply and Use tables. What dependences between both are established and haw those are used to pass from a two-matrix balance to the classical sample of cross-industry balance, are discussed as another issue of this section.

A mission of the course is to stress on advisability and expedience of studies on the activity of a specific economic unit. In a material sense, this means economic analyses serve the process of developing projects of an economic system's perspective. The course describe show to use input-output analysis under philosophy of strategic planning as a modern paradigm of economic governance. For this purpose, specific features of the application of input-output analysis in decision-making process at various levels of economic system are described.

Preconditions for successful learning to conduct input-output analysis and utilize its results are knowledge of mathematics, economics, prognostication and planning, marketing, finance and accounting, as well as such of specific fields like "Strategic Planning", "Marketing Planning", "Business Analyses and Forecasts". On the other hand, knowledge of input-output analysis plays the role of a precondition for full mastery of knowledge in other specific areas like planning investments and innovations, competitiveness of economic systems, etc.

Evaluation: The course valuation consists of several components. The final grade is formed as follows: $FG = 0.5 FE + 0.3 MTE + 0.2 IA$, Where: FG = Final Grade; MTE = Mid-Term Exam; $GBSC$ = Grade Based on Semester Control; IA = Individual Activity; FE = Final Exam.

DIGITAL MARKETING, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The goals of the training in Digital Marketing are to confirm, to enlarge and to deepen those part of students' professional knowledge that they have gained during the main course in Marketing, and also to add new knowledge that would be necessary in Master's degree of education. It is also the goal of this course to develop a set of practical skills for creation of company digital strategy.

With the rapid shift of advertising budgets away from traditional media to online platforms, it is becoming increasingly important for marketing graduates to be well-versed in digital marketing fundamentals. This course will provide a solid foundation in the key concepts around this constantly changing field. We will address special topics such as search engine marketing (SEM), email marketing, user experience design for e-commerce and lead generation businesses, search engine optimization (SEO), Display advertising, Video and Mobile advertising, Programmatic. Through readings, case studies, lectures and hands-on projects, students will exit the course with a fundamental understanding of digital marketing tactics, tools, and resources available for ongoing education.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 0,1 \times PT + 0,2 \times CP + 0,2 \times I/TE + 0,5 \times EX,}$$

where:

FG	=	Final Grade;
PT	=	Grade for presence and active participation in classes;
CP	=	Grade for course project;
I/TE	=	Grade from Individual/team activity;
EX	=	Grade based on final exam.

STRATEGIC PLANNING, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The curriculum of the course is dedicated to the newest theoretical and empirical attainments regarding the paradigm of economic governance, namely strategic thinking and strategic planning indecision-making process of an economic system. Recent is described in a comprehensive manner at all the different levels of the economic system institutional structure – a macro (national or the European Union), regional, and micro level, as well as in trans-national corporations (TNCs). The course emphasizes on the explanation of the specific features of strategic thinking and strategic planning as a new paradigm of economic governance, and hence, to outline its role for the successful performance of complicated economic systems of present days and forthcoming future.

The course is thought to reveals the essence of strategic planning as an instrument of deciding fateful problems of economic systems' functioning. Subjects of interpretation are prerequisites for creating an accurate methodology to design an efficient strategy for an economic system's development. In a material sense, those are: a methodology of diagnosing the status of an economic system functioning at the time of developing a strategy; a philosophy of creating an appropriate "shape" of the economic system's development throughout a definite future period; and methods of designing a transition curve from the "existing shape" of the economic system's functioning at any previous moment to an appropriate "shape" of its development in forthcoming periods.

An emphasis of the course is to explain how to "liberate" economic systems from the "trap of predetermination", which is due to the inertia of economic development. In essence, that "liberation" involves a process of design such prospects of an economic system that promote to meet the needs and wants of the participants in the economic system at issue. For this purpose, the syllabus of the course is developed to reveal the content of a process of working out economic systems' strategic perspectives, and to outline essential features of this process; latter are creativity of outlining activities of an economic system in a short or longer term in the future, and exclusive responsibilities of that outlining, which consist of the need to base the process on solid knowledge of objective laws and regularities of economic functioning. Our aspiration is not only to announce to students assertions about this paradigm of economic systems, but also to demonstrate them; why processes of inventing prospects of an economic system's functioning in future periods are not a matter of arbitrary acts, but of fundamental sciences, and why these processes require knowledge and abilities of high professionals. This allows attracting not only the students' attention, but also their interest in developing strategic perspectives of economic systems.

The mission of the course is to provide students with knowledge and to help them to create

competitive advantages of an economic system to become standards of thinking and behavior of specialists of marketing and strategic planning.

Knowledge of fundamental courses as economics, management, forecast and planning, marketing, finances, statistics and accounting, as well as some specific knowledge are preconditions for successful learning of strategic planning. On the other hand, knowledge, skills and abilities acquired in the "Strategic planning" course, in its turn, are a premise for success in mastering other specialized disciplines in the field of marketing and strategic planning.

Content of the course is divided into four thematic areas. First one is devoted to problems of genesis and evolution of strategic thinking and strategic planning as a paradigm of economic governance. That involves a dialectical relationship between the evolution of economic system (as a subject to governance) and changes in the system of economic governance (as a subject of governance). Other three thematic areas specify these problems at any particular level of the institutional structure of economic system (a macro, regional, and micro economic systems), by giving necessary details.

The course introduces in the strategic thinking and strategic planning conception by providing knowledge about its essence and content, in particular how to draw out a borderline between strategic, tactical, and operational planning, but also how to guarantee their meshing. As it is explained, a major difference between the three types of planning is the purpose of each of them; because of that it is necessary to differentiate methodologies of elaborating these three types of decisions. Another consequence is to differentiate methods of organizing execution and control of execution of each the three types of plans and decisions. Strategic planning involves the design of dynamics in depth of an economic system; whereas, tactical planning concerns providing necessary details of the development of an economic system by sub-periods of the period of a strategy, and this is one a first step to develop the strategy in width; operating planning is, in its turn, another step of detailing the strategy for an economic system's development in width, regarding specific circumstances of a given time period. Another issue of this section of the course is to provide students with knowledge that details have no place in a strategy, since the subject of a strategic plan is to develop the construction (a supporting structure) of activities of an economic system (as a subject to governance), in a relatively long term; students also learn how to project that construction for the forthcoming periods, meeting the requirements of objective laws and regularities of economic functioning and development. And if purposes of a strategic plan are invariable during the period of the strategy, aims and objectives of tactic plans, as well as of those of action plans may be modified in order to meet the requirements to achieve strategic purposes and priorities, and hence, to enhance the economic system's performance in forthcoming periods. In other words, if a tactical maneuver or actions undertaken do not work for to

That impact of changes in the external environment on the development of economic system and economic governance has induced special tools to be developed in order to measure changeability of business surroundings. One of these tools is so-called a scale of business environment seismicity. Appropriate knowledge and abilities to apply this tool are provided in the course, as well as knowledges how to choose a relevant management system for a particular economic system in accordance with specific circumstances of the environment that exists in a given time period.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 0.5 GBSC + 0.5 EX}$$

$$\mathbf{GBSC = 0.3 CP + 0.3 ESS + 0.4 MTE}$$

Where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
GBSC	=	Grade Based on Semester Control;
EX	=	Exam
ESS	=	Essay
CP	=	Course project

INVESTMENTS PLANNING, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The basic point of the course "Investments planning" is the theoretical and practical achievements in the field of investments and investment process. In the education process the basic concepts, approaches, methods and managerial procedures, which are applied in the investment process, are clarified.

The course "Investments planning" contains two sections, which reveal the role and the importance of investments for the dynamic competitive development of an economic system as well as the characteristics of the different types of investments (especially the investments in financial and real assets), the specifics of their planning; the applied approaches and methods for taking planning decisions. The first section includes the main issues of the relationship between investment and economic development. The second section includes the main issues on firm level. In focus of this section are strategic investments and financial decisions.

The focus in the discussed problematic is placed on the methodology (logic, methods, and indicators) of developing the investment plans. The specific in the development of an investment plan compared to the other plans is clarified.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 0,5MTE + 0,5IA,}$$

Where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
IA	=	Individual Activity (Coursework).

DISTRIBUTION POLICY, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The discipline "Distribution policy" is structured in four parts and presents the basic foundation of marketing channels concepts within a managerial framework. It provides essential knowledge and competencies in the sphere of marketing channels formation and marketing channel management. The course is oriented towards the modern marketing issues connected with the distribution policy of the organization

The course is divided into **four major** parts:

- **Part I.** This part is focused on marketing channels concepts. It provides a detailed discussion of channel participants and presents a detailed analysis of distribution tasks.
- **Part II.** The second part provides a comprehensive discussion of strategy in marketing channels using a strategic framework for dealing with all of the key channel management decisions. A channels design paradigm is presented in this part.
- **Part III.** This part places emphasis on strategic alliances and partnerships for motivation channels members. An emphasis is put on product flow through the channel, as well on pricing, promotional, and logistics issues.

Part IV. This part covers additional perspectives of marketing channel management. The major themes within this part concern electronic marketing channels, services marketing channels, international channels, and direct marketing channels.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$FG = 0,1 \times PT + 0,2 \times CP + 0,2 \times MTE + 0,5 \times EX,$$

where:

FG	=	Final Grade;
PT	=	Grade for presence and active participation in classes;
CP	=	Grade for course project;
MTE	=	Grade from mid-term exam;
EX	=	Grade based on final exam.

PROJECT MANAGEMENT, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The aim of the course is the students to learn the theoretical and methodological characteristics of the project management and its practical dimension. The course is orientated towards receiving basic knowledge and practical abilities in working out and implementation of projects.

The content of the course includes the main concepts, approaches and processes used in project management. The students acquaint with the essence of the project, its inner logic and elements as well as with the main tools and techniques concerning the preparation, evaluation and implementation of the project.

One of the tasks of the "Project Management" course is to present to the students of Marketing and Strategic Planning specialty the specifics, main practices, procedures and methods of project management, as well as to create practical abilities for their implementation.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 0.6 \cdot MTE + 0.3 \cdot GBSC + 0.1 \cdot IA,}$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
GBSC	=	Grade Based on Semester Control;
IA	=	Individual Activity.

CUSTOMER RELATIONSHIP MANAGEMENT, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

"Customer Relationship Management" is an optional course in the curriculum of the "Marketing and strategic planning" degree programme. The course goal is to provide students with knowledge of the relationship marketing concept and to acquire skills for choosing and using appropriate software solutions for implementation, support and control of the strategies for customer retention and customer relationship management (CRM). The course structure is divided into five modules and explains the shift from transactional to relationship marketing, the methods for measuring and monitoring the indicators for relationship quality (commitment, trust, customer satisfaction and retention), customer lifetime value (CLTV) and customer loyalty, CRM software applications: structure, types of CRM systems, functions and practical issues for CRM planning and implementation. This course also focuses on the individual work of students: case studies, tests, software testing (test drives) and demo videos, individual and group work on specific tasks in the area of study.

The main learning goals are: 1. the students will have current interdisciplinary knowledge applicable in local and global contexts. 2. The graduates will have critical thinking and problem-solving skills applicable to the modern marketing and management practice or issues related to the new technology's implementation for marketing reasons.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 0.5 MTE + 0.5 GBSC,}$$

Where:

FG = Final Grade;

MTE = Exam;

GBSC = Grade Based on Semester Control.

MARKETING RESEARCH, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course includes topics such as research design formulation, data collection methods, measuring marketing constructs, questionnaire development, sampling, data analysis, and interpretation. The course also provides knowledge of qualitative research methods such as in-depth interviewing, group discussions and metaphor elicitation techniques.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 0.3 GBSC + 0.7 IA,}$$

Where:

FG = Final Grade;
GBSC = Grade Based on Semester Control;
IA = Individual Activity.

PRODUCT POLICY, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The goals of the training in Product Policy are to confirm, to enlarge and to deepen those part of students' professional knowledge that they have gained during the main course in Marketing, and also to add new knowledge that would be necessary in Master's degree of education. It is also the goal of this course to develop a set of practical skills for creation of company product policy.

The course consists of the main elements of the Product Policy, subtracted from the product levels: main marketing features of the product (utility, quality, and competitiveness); trade mark (brand); end user and transportation package; customer service. A special importance is given to the trade mark, which has become a focus of marketing in the last decades. Strong attention is paid to the product mix – its parameters and its directions for development in depth and in breadth. Considerable time is devoted to decisions related to the product innovations.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 0,1xPT + 0,2xCP + 0,2xMTE + 0,5xEX,}$$

where:

FG	=	Final Grade;
PT	=	Grade for presence and active participation in classes;
CP	=	Grade for course project;
MTE	=	Grade from mid-term exam;
EX	=	Grade based on final exam.

PRICE POLICY, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The purpose of the course Price Policy is students to build theoretical knowledge and practical skills in the area of the pricing policy of the company.

The course is structured in seven parts.

The first part gives an answer to the question "What is a price?" and examines pricing as a marketing activity. It covers also the importance of the pricing in today's fast-changing environment.

The second part examines internal and external considerations affecting price decisions: overall marketing strategy, objectives and other elements of the marketing mix, organizational considerations, the market and demand, the costs and profit, the economy and other external factors.

The third part is devoted to the pricing objectives - types of pricing objectives and their nature.

The fourth part is dedicated to demand and price sensitivity of customers to price level.

The fifth part examines types of costs and levels of production.

The sixth part explains the three major pricing methods - cost-based pricing, customer value-based pricing, and competition-based pricing - their nature, usage, advantages and disadvantages. It discusses also the importance of understanding, company costs, customer-value perceptions, and competitor strategies when setting prices.

The seventh part describes the major strategies for pricing new products, explains how companies find a set of prices that maximizes the profits from the total product mix, explains how companies adjust their prices to take into account different types of customers and situations, examines the key issues related to initiating and responding to price changes, etc.

Evaluation:

The course valuation consists of several components.

During the semester the students are making individual assignments and they have to do two mid-term tests. The students which results of the individually assignment and both tests are Very Good /5/ or Excellent /6/ to be exempt from the exam. The other students take an examination.

The final grade for all students (exempt from examination and appearing for an examination) is formed as follows:

$$FG = 0,2T1 + 0,2T2 + 0,3TM + 0,3IA,$$

where:

FG = Final Grade;

T1, T2 = Evaluation of the Two Tasks;

TM = Assessment on the Theoretical Material;

IA = Assessment of the Individual Assignment.

COMMUNICATION POLICY, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The discipline "Communication policy" is focused on the changes that are occurring in areas of marketing communications as well as on their influence on advertising and promotional strategies and tactics. The course is based on the perspective of integrated marketing communications. More and more companies are approaching advertising and promotion from an IMC perspective, coordinating the various promotional mix elements with other marketing activities that communicate with a firm's customers. Many advertising agencies are also developing expertise in direct marketing, sales promotion, event sponsorship, the Internet, and other areas so that they can meet all their clients' integrated marketing communication needs. The educational logic of the course is built around an integrated marketing communications planning model and recognizes the importance of coordinating all of the promotional mix elements to develop an effective communications program. Although media advertising is often the most visible part of a firm's promotional program, attention must also be given to direct marketing, sales promotion, public relations, interactive media, and personal selling.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$FG = 0,1xPT + 0,2xCP + 0,2xMTE + 0,5xEX,$$

where:

FG	=	Final Grade;
PT	=	Grade for presence and active participation in classes;
CP	=	Grade for course project;
MTE	=	Grade from mid-term exam;
EX	=	Grade based on final exam.

BUSINESS PLANNING, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The aim of the course is to give background knowledge, tools and skills to produce a persuasive business plan that secures funds or ideas for sustainable development of the business – whether it is a start-up or expansion of an established company.

The course covers all the key topics of all the stages of business planning starting with the business idea, market research, developing the marketing strategy, branding of the business, planning resources including financial resources and controlling the business. Students practice forecasting and decision making techniques, apply specific approaches and methods to develop the most important elements of the business plan. Along with the theoretical implications, case studies are presented and discussed. Beside that students develop a business plan as a course project. This way they develop skills in structuring, writing up and presenting a business plan.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$FG = 50\%MG + 50\% EG$,

$MTG = 50\% MTE + 50\% CP$,

where:

FG = Final Grade;

EG = Exam Grade;

MTG = Mid-Term Grade;

MTE = Mid-Term Exam;

CP = Grade on Course Project.

MARKETING PLANNING, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

"Marketing Planning" is an optional course in the curriculum of the "Marketing and strategic planning" degree programme. The course goal is to provide students with thorough knowledge of the methodology and methods for developing, implementing and controlling marketing plans in companies and to form the necessary skills to use this knowledge in practice. The course is divided into two interrelated parts: "Market Analysis" (1) and "Marketing objectives and marketing strategies"(2). The syllabus covers the main aspects of the marketing planning process: the need for market orientation, the nature, characteristics and stages of the marketing planning process, the content and the structure of marketing plans, the use of marketing metrics in marketing analysis and planning, methodology for marketing analysis, marketing organization and marketing control. Along with lectures the course focuses on the individual work of students: case studies, tests, individual and group work on specific tasks in the area of study.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 0.5\ MTE + 0.5GBSC,}$$

where:

FG = Final Grade;

MTE = Exam;

GBSC = Grade Based on Semester Control.

STRATEGY IMPLEMENTATION AND PERFORMANCE, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The purpose of the course is to provide students with theoretical knowledge and practical skills about adoption of methodology for measurement of the efficiency of the organizations, which is based not only on the traditional financial measurements but also considers the impact of the intangible assets on the value added created for the clients, the different stakeholders and the society. The course focuses on questions related to: the subject of strategy maps; processes of creating value added; building of strategies as well as their implementation, management, evaluation and monitoring; construction of strategy maps; illustration of particular examples for application of the strategy maps in organizations in the private or public sector as well as non-governmental organizations.

It is required that students develop teamwork and / or self-practical topics to illustrate the application of strategy maps as a tool for synchronization of the strategic business goals with the company's intangible assets.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 0.7 FE + 0.2 OA + 0.1 IA,}$$

Where:

FG	=	Final Grade;
FE	=	Final Exam
OA	=	Ongoing assessment;
IA	=	Individual assignments.

REGIONAL STRATEGIES AND PROGRAMS, ECTS 4

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

Displine "Regional Strategies and Programs" is included in the specialized block of disciplines of the specialty „Marketing and Strategic Planning”.

The course has the objective to clarify the essence of the methodology and technology of the strategic regional planning and to form knowledge in the students about the regional plans, strategies, programs and policies for development of the territory. It provides knowledge not only about the methods and approaches for analysis of the state of the territorial units but about the manner of changing this state through development of regional strategies and developmental programs.

Along with the lectures, the course seriously addresses the individual work of the students – tests are planned and individual work on particular plan documents developed on the regional level, through which a practical coverage of the course is achieved.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 60\%MTE + 30\%GBSC + 10\%IA,}$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
GBSC	=	Grade Based on Semester Control;
IA	=	Individual Activity.

MARKETS, INVESTMENTS AND MARKETING – SIMULATION GAME, ECTS 4

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The game is a simulation model which covers three basic aspects of the activity of the company – production and placement; costs; and finance. The aim of the model is to choose an option for strategic planning and operational management with a view to the introduction of a new product for the company and its placement on domestic and international markets.

Participants in the game play the management team of a company and each one is responsible for a portfolio of work and all together should develop a well thought out and balanced option for strategic and operational management of the enterprise.

At the first stage, they tackle with data for the strategic development, which comprise a 6-year period and refer to: market prices of the old and the new product according to the supply and demand; the expected increase in the prices with a view to inflation and other price formation factors; total costs with regard to the new construction, reconstruction, and modernization of the production; usage of the production capacity for the old and the new product; market forecast for the marketing of the product as a result of a marketing research; parameters of company investment policy.

The imitation model possesses three sectors through which is simulated the process of introduction of the new product for the company, enlargement of its production to a standard capacity usage, introduction and establishment on the market and finally its gradual deduction from the production with a view to the necessity of the next production innovation.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 70 \%APT + 30 \%GA,}$$

Where:

FG	=	Final Grade;
APT	=	Assessment of Practical Training;
GA	=	Group assignments.

INNOVATIONS PLANNING, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

In the current conditions innovations are considered the main factor for company competitiveness. The goal of the training is to present the main concepts of new product development: the types of new products according to different criteria; what is product failure and what are the reasons for failures; what are the factors that, if properly managed, considerably increase the chances for success; why a strategy for the new products is required and what its content is.

A special attention is being paid in the course to the process of new product development. In the teaching the focus is placed on the interrelations among different stages of this process, as well as on the ability to adapt it to the circumstances that exist in every specific company. Part of the syllabus is topics related to the product innovations in the service context; encouragement of organizations' innovation culture; use of metrics for product innovations at several different levels in the company.

Evaluation:

The course valuation consists of several components. The final grade is formed as follows:

$$\mathbf{FG = 0,1xPT + 0,2xCP + 0,2xMTE + 0,5xEX,}$$

where:

FG	=	Final Grade;
PT	=	Grade for presence and active participation in classes;
CP	=	Grade for course project;
MTE	=	Grade from mid-term exam;
EX	=	Grade based on final exam.

ECONOMICS OF INFRASTRUCTURE FACULTY

BUSINESS LOGISTICS, ECTS 5

BACHELOR 60 hours lectures

Annotation:

The course "Business Logistics" aims at acquainting the students with the place and role of logistics in the firm's economics, the basic approaches and methods for its management, as well as with the world trends, the experience and best practices of leading firms in its application. The essence and scope of business logistics on a firm, national and international scale are profoundly explained. The elements of the logistics system are considered in detail – warehouses, inventory, transportation and information systems. The problems of strategic, tactical and operational management of the logistics activities are consecutively revealed. An emphasis is made on the characteristics of logistics issues in the different spheres and sectors of the economy. The concept of Just-in-time and the management of the logistics activities under this concept are clarified. Based on a lot of facts the world and national trends in logistics are illustrated.

Evaluation:

The assessment method is based on a complex final mark, including the results from:

- Semester exam – 60 %
- Individual written assignment – 30%

Participation, attendance – 10%

The final mark is based on the six scale system. The minimal mark for the successful completion of the training is "Fair /3/". The correspondence of the marks in relation to the European credit transfer system is as follows:

Prerequisite:

Basics of economics and management

TRADE, ECTS 5

BACHELOR 60 hours lectures

The course Trade has been delivered for the bachelors in their second school year since 2010/11

The academic course Trade is the business activity of selling goods or services to the final consumer. Retailer is any business establishment that directs its marketing efforts toward the final consumers for the purpose of selling goods or services. The “scale of retailing” must weigh the product and service needs of the customer against the operational and financial needs of the retailer. A successful retail business strikes a balance between the customer’s merchandising needs and the retailer’s performance standards.

Evaluation:

INDIVIDUAL ASSIGNMENTS:

Course work is assigned: individual projects

ASSESSMENT METHODS: EXAM – 50 %, COURSE WORK – 40%, PRESENCE – 10%

Excellent /6/	Very good /5/	Good /4/	Fair /3/		Poor /2/	
A	B	C	D	E	FX	F
80%	75%	70%	60%		No credits awarded	
Credits are awarded as provided for in the plan					50%	

EXPECTED RESULTS OF THE ACADEMIC TRAINING

The course will provide basic knowledge to students on:

Marketing concept in Trade, Market Areas: Regional Market, Local Markets, Trading Areas, Site; Market coverage: Intensive Market coverage, Selective Market coverage, Exclusive Market coverage; Store layout and Design: Floor Location, Shelf Position, In-store Location, Display Location; The right performance standards: Operating ratios; Financial ratios; Retail Company’s Mission statement; Organizational objective; Organizational opportunities; Retail Marketing Mix.

INTERNATIONAL ECONOMICS AND POLITICS FACULTY

INTERNATIONAL ECONOMICS, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The academic course "International Economics" is a continuation of Microeconomics and Macroeconomics and includes the following two parts: International Trade (International Microeconomics) and International Finance (International Macroeconomics). The first section of the course focuses on the following topics: sources of comparative advantage according to different trade theories, gains and losses from trade, effects of trade policy interventions such as tariffs, quotas, and export subsidies. The reasons for and against free trade are discussed as well as an analysis of the political economy behind protectionism is introduced. Topics on international finance include balance of payments, determination of foreign exchange rates, macroeconomic policy in an open economy and international financial crises.

Evaluation:

The evaluation method is based on a test examination based on:

Final exam – 50%,

Midterm test – 50 %,

Grading scale /100 %/: minimum 51 % to pass, i.e. Satisfactory /3/; 61-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

Prerequisites:

Microeconomics and Macroeconomics.

INTERNATIONAL ECONOMIC RELATIONS THEORY, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The academic course "International Economic Relations Theory" deals with economic relations in a world economy characterized by increasing globalization and interdependence of nations. In today's world it is impossible to understand any economic event, policy or theory without taking into consideration its direct or indirect international consequences. The main objective of this course is to present a comprehensive up-to-date and clear exposition of the theory, principles and regulation of international economic relations that are essential for understanding and evaluation of the national and international economic problems and issues. Upon completion of the course students know the essence of international division of labour theories and their importance in the regulation of the international trade relations. They are familiar with the major trends in functioning of the world markets of goods, services, capital, labour, technology, foreign exchange and are introduced to the international trade, investment, migration and macroeconomic policies.

Evaluation:

The evaluation method is based on a complex assessment. For full-time students the final grade is formed as follows:

$FG = 35\% MTE + 35\% FE + 30\% IA$,

where: FG = Final Grade; MTE = Mid-Term Exam; FE = Final Exam; IA = Individual assignment.

Grading scale /100 %/: minimum 51 % to pass, i.e. Satisfactory /3/; 61-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

Prerequisite:

Microeconomics and Macroeconomics.

INTERNATIONAL FINANCE, ECTS 6

BACHELOR

60 hours lectures

Annotation:

The course "International Finance" aims to broaden the knowledge of the students about the international economic environment with key concepts of international finance. This is one of the growth areas in finance literature as the markets become global and the financial interactions between the economies have impact on their performance. The course introduces the students with facts about the foreign exchange market, its instruments, participants and functions. It examines the determination of the foreign exchange rate and the fundamental factors that influence the exchange rate. Then it offers a critical comparison between the different exchange rate regimes and the benefits and challenges that the choice of an exchange rate regime brings. Separate chapters are devoted to the balance of payments, the international financial institutions, the evolution of the international financial system. Last but not least we will emphasize on the developments regarding the monetary and financial integration in the euroarea and the prospects and problems it brings to the European states.

Evaluation:

The evaluation of the students' performance is based on two components: 70% of the final grade is based on the result of the final written exam and 30% of the final grade is based on an ongoing assessment (participation in class discussions and class projects). The final exam is in writing in the form of a closed questions test plus 2-3 open questions.

The estimation scale for the written exam is as follows: /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/.

Prerequisite:

Macroeconomics, International Economics

INTERNATIONAL FINANCIAL MANAGEMENT, ECTS 6

BACHELOR 60 h. lectures

Annotation

The goal of the course is to provide students with a profound understanding of financial management issues in an international setting. The course aims to help students develop analytical skills that incorporate key international considerations related to foreign business and investment activity into fundamental financial decisions usually taken by the management of Multinational corporations (MNC). Thus, basic financial decisions about long-term asset allocation and respective valuation, about optimal capital structuring and working capital management are in relation to exchange rate risk management, country risk, foreign tax regime implications.

The above mentioned decision making and setting context evolve into appropriate instruments such as valuation and international capital budgeting methods, hedging techniques, financial statements - interpretation and respective ratios analysis, etc.

The material taught is based on practical examples and case studies.

Grading

The grading of the relevant students' level of achievement consists of the following components:

Grading of term assignments – prepared individually or in a team and presented in seminar classes;

Class participation grade (students' performance while working in class on problems, cases, discussions);

Semester test examination grade. Test type: multiple-choice.

The final grade will be calculated as follows:

$$\mathbf{FG = 0.6 ST + 0.3 TA + 0.1 CP,}$$

Whereas, **FG** = final grade;
ST = semester test grade;
TA = term assignment grade;
CP = class participation.

The final grading is based on the six-grade system, the minimal grade for satisfactory completion being "Fair" (3).

Prerequisites

Students taking the course should have a profound knowledge and understanding of fundamental issues and topics in corporate finance, accounting, international finance, international business and management.

FOREIGN ECONOMIC RELATIONS OF BULGARIA, ECTS 6

BACHELOR **45 hours lectures**

Annotation:

The academic course "Foreign Economic Relations of Bulgaria" is an essential part of the specialized education in the major "International Economic Relations" and is directly linked with the rest international business and international economics related disciplines. In the framework of the course students are closely familiarized with the state and problems of the development of Bulgaria's foreign economic relations and their role for the economic development in the conditions of ever increasing dependence on participation in the international division of labour. We study the main characteristics of foreign economic relations, the trends and factors, determining their intensity, the foreign economic policy during distinctive periods of the country's development, as well as the dynamics, commodity structure and territorial orientation of Bulgaria's foreign trade. Furthermore, the international competitiveness of the Bulgarian economy is analyzed. Special attention is paid to the industrial policy of the country as a tool to upgrade the production structure and accordingly the export specialization of the economy.

Evaluation:

Each student is assigned two course projects on Bulgaria's foreign trade relations with a selected country and with a specific product/product group which he/she presents during the seminars. The paper presentation is finalized with commentary from students and the instructor.

The course assessment consists of several components:

Final test – 50%,

Class attendance and participation in discussions – 10%,

Presentation of course paper 1 – 20%

Presentation of course paper 2 – 20%.

Grading scale /100 %/: minimum 51 % to pass, i.e. Satisfactory /3/; 61-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

Prerequisites:

"International Economic Relations Theory" or "International Economics".

INTERNATIONAL STRATEGIC ALLIANCES, ECTS 6

BACHELOR

60 hours lectures

Annotation

The course "International Strategic Alliances"/ISAs/ is a compulsory course for the bachelor students – Major "International Economic Relations". The course builds on the students knowledge about the classic models of international business. It is noteworthy to point out that good understanding of economic and legal issues of traditional business transactions is sine qua non for the study of ISAs. The main topics of the course are: long term business relations; global supply chains; pros and cons of ISAs. The students learn how to evaluate various drivers for a successful outsourcing project and how to manage long term relations. The course sheds light on the nature of different models of transfer of technology and on the economic and legal issues of various transactions. FDI projects and international engineering projects are examined from the perspective of economic, legal and management issues. Multi facet phenomenon of Public Private Partnership is among the teaching priorities of the course.

The purpose of the course is to offer to the students a holistic view towards the current issues in international business and to encourage their critical and analytical thinking.

Evaluation

The course assessment consists of several components. For full time students the final grade is formed as follows

FG = 50%TE + 20%MTE + 10% GBSC + 20% IA,

where: **FG** = Final Grade; **TE** = Term Exam /case analysis, open and closed questions/; **MTE**=Mid-Term Exam; **GBSC** = Ongoing assessment ; **IA** = Individual assignments

Prerequisite

International Business Part module first , International Marketing module and International Management module

DEVELOPMENT ECONOMICS, ECTS 4

BACHELOR

30 hours lectures

Annotation:

The academic course 'Development Economics' is one of the most exciting applications of 'Economics' in the second half of the 20th and the beginning of the 21st centuries. It came into existence as a result of the necessity for deeper analysis of the economic problems of developing countries. Its main subject is the examination of the economic, social and political requirements for the achievement of quick structural and institutional transformations of entire societies - in a way that will distribute the results of technological and economic progress to the broadest social layers. Most of the main topics of 'Development Economics' feature prominently in 'Agenda 2030: Goals for Sustainable Development', adopted by the United Nations in 2015, and the 17 goals are discussed at length at the end of the course.

Evaluation:

The evaluation is based on two options:

1. Two tests during the semester for frequently attending students. If the average score from the two tests is above 4 (C), then the student is exempt from the Final Exam
2. Final Exam during the session

Prerequisite:

Successfully completed courses in Macroeconomics and Microeconomics

INTERNATIONAL TRADE, ECTS 6

BACHELOR

60 hours lectures

Annotation:

The first part of the course covers basic foreign trade definitions and indicators, theory of mercantilism and neomercantilism; absolute and comparative advantages in international trade; international specialization; global value chains. It includes the Hecksher-Olin theoretical model and Leontief paradox. Attention is paid to the determination of terms of trade, role of innovations in international trade, measures against unfair trade practices. The second part includes the themes associated with the theory of tariffs, the mechanism of tariff action, the effective rate of protection, the classification and application of non-tariff barriers in international trade. The different forms of economic integration and their impact on foreign trade are discussed at length. Special attention is paid to the Doha Round – the longest round of negotiations in the history of the World Trade Organization.

Evaluation:

The evaluation is based on a preliminary mark (PM) during the semester or a final exam (FE) during the session. PM depends on a test at the end of the semester (70% weight), two presentations during the seminars (20% weight), and scores from participation in discussions (10% weight). If the student can't qualify for a PM from A to C, he/she has to go to the FE.

Prerequisite:

Course in Macroeconomics

INTERNATIONAL TRADE FINANCE, ECTS 6

BACHELOR **60 hours lectures**

Annotation:

The issues in the discipline are divided into five sections. The first section "Introduction of International Trade Bank Services" discusses bank services and bank correspondent relations in International trade. The second section "International Payment Means and Forms" presents the techniques in international trade payments – the characteristics of bills of exchange and promissory notes; key points, applicability, advantages and disadvantages of documentary collection and documentary credits; cash-in-advance and remittances. The issues of short, medium and long-term finances and export credit insurance are discussed in the third section. Peculiarities of factoring, forfaiting and financial leasing are in greater details. The fourth section covers the practical issues in currency operation in international trade – currency operation at the forward market, operations at the futures and option market and swaps. Risks in international trade transactions and hedge operations are discussed in the sixth section "Monetary Risks and Means of Prevention".

Evaluation:

The course valuation consists of several components. For full time students the final grade is formed as follows:

$FG = 40\%MTE + 60\%GBSC$, where: FG - Final Grade; MTE - Mid-Term Exam; GBSC - Grade Based on Semester Control.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. Converted to the ECTS the grading scale is as follows: Excellent /6/-A; Very Good /5/-B; Good /4/-C; Average /3/- D/E; Poor /2/-FX/F.

Prerequisite:

International Finance.

EUROPEAN ECONOMY, ECTS 4

BACHELOR

60 hours lectures

Annotation:

Definition and an overall assessment of the European economy are given. They are based on a brief review of the theory of regional integration. The course examines the phases and methods of integration, follows the process of formation and development of the EU single economic area. The three centers of the global economy - the EU, the US and East Asia (Japan, China, Korea) are compared. The EU's global competitiveness is analyzed. Special attention is paid to the Customs union and the EU Common Trade Policy. Achievements and problems in the free movement of goods, services, labor and capital are traced. The redistributive mechanism of the EU is discussed within the EU Cohesion Policy. Attention is also paid to some sectoral aspects - energy, environment, agriculture. Monetary policy and EU budget are also included in the course.

Evaluation:

The evaluation is based on a preliminary mark (PM) during the semester or a final exam (FE) during the session. PM depends on a test at the end of the semester (70% weight), two presentations during the seminars (20% weight), and scores from participation in discussions (10% weight). If the student can't qualify for a PM from A to C, he/she has to go to the FE.

Prerequisite: Economics

POLITICAL SCIENCE, ECTS 5

BACHELOR 60 hours

Annotation:

The academic course of “Political Science” aims at introducing to students the theory and practice of politics, and giving them basic knowledge about political systems and political behavior. The course reveals the relationships underlying political events and conditions, and from these revelations attempts to construct general principles about the way the world of politics works. The lecture course includes the following parts: (1) The nature of politics; (2) The mechanics of politics; (3) Political ideologies.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, course paper /max 20-25 pages./

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course paper forms about 15% of the total score.

Prerequisite: None

POLITICS, ECTS 5

BACHELOR

60 hours lectures

The Politics course aims to acquaint students with the main concepts and practical problems of contemporary politics. It introduces the students to central questions concerning the state, democracy, justice, liberty and equality. The course examines the main political ideologies – liberalism, conservatism, Marxism, environmentalism, etc. - as well as the contemporary political systems, both democratic and authoritarian. The course has a pragmatic focus and seeks to show the philosophy behind present day politics, how political systems work, when and why they succeed or fail, and how political actors succeed or fail in obtaining their objectives.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester exam test (50%), class attendance and work (15%) and course paper

Excellent (6) 91 – 100%	Very Good (5) 81 – 90%	Good (4) 71 – 80%	Satisfactory /3/ 51% – 70 %		Failed (2) Under 50%	
A	B	C	D	E	FX	F

(35%).

EUROPEAN INTEGRATION, ECTS 5

BACHELOR 60 hours lectures

Annotation:

This course gives an overall idea of the development of the European integration process, the principles and the methods of integration. An overview of the basic EU institutions and policies is presented. Special focus is set to the specific stages and methods of integration and to the process of construction and development of the internal market of the EU. Furthermore, the budget and the EU budget policy are analyzed, especially the structure of the EU budget, revenues and expenditures, priorities of present financial framework for the period 2014 – 2020.

The functional aspects of European integration are covered by the course as well, explaining the achievements and problems of the free movement of goods, services, capital and labor. The structural aspects of the European integration process are examined through the contemporary redistributive mechanism of the EU, which funds the EU structural measures; the structural measures related to energy, environmental protection, the Common Agricultural Policy, the EU cohesion policy, the EU regional policy and the EU enlargement policy.

Evaluation:

The evaluation method consists of several components. For full time students the final grade is formed as follows: **FG = 50% MTE + 20% OA + 30% IA**, where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
GBSC	=	Ongoing assessment;
IA	=	Individual assignments.

Prerequisite: no special prerequisite for this course

EU TRADE POLICY, ECTS 4

BACHELOR

30 hours lectures

Annotation:

The course starts with an overview of the EU administration dealing with EU trade policy. Then the course includes examination of the theoretical basis of the EU Trade Policy and the practice of its application in the field of export-import regime and protective trade measures - antidumping, countervailing, safeguard measures against foreign vicious trade practices. Special attention is paid to the global aspects of the EU Trade Policy - liberalization of trade in goods and services, protection of competition, reducing technical barriers to trade, intellectual property protection, promotion of investment, global sustainable development. Examined are the EU's relations with World Trade Organization, the EU participation in WTO multilateral trade negotiations and the EU activities in the WTO arbitration body. The practical part of the course is concentrated on the regional and bilateral aspects of EU trade relations. Lectures are devoted to the trade between EU and the rest of Europe, ACP countries, USA, China and rest of Asia, Latin America, etc. Attention is paid to legal basis, existing and negotiated trade agreements, trade flows and trade problems.

Evaluation:

The evaluation is based on a preliminary mark (PM) during the semester or a final exam (FE) during the session. PM depends on a test at the end of the semester (80% weight), one presentation during the seminars (10% weight), and scores from participation in discussions (10% weight). If the student can't qualify for a PM from A to C, he/she has to go to the FE.

Prerequisite:

Courses in Foreign Trade and European Economy

INTERNATIONAL MANAGEMENT, ECTS 5

BACHELOR

45 hours lectures

Annotation:

The course "International management" is compulsory discipline. It has as its objective management of companies that are involved on international markets. It studies specific aspects of company management in international environment. The discipline relies on system and contingency approaches. The course is developed based on the integration of knowledge from basic managerial and economic disciplines. It is strongly influenced by the theory and practice of international business.

Mastering the knowledge taught and self-study allows students to learn about management characteristics of international relations. Through lectures they gain knowledge of the modern management instruments used by major players in global economy - transnational and multinational companies. Thus they will achieve systematic awareness of processes and phenomena in international business.

The course offers structured knowledge about the theory and practice of international management. Amid the impact of the international context and due to the characteristics of international business students are taught about international strategic planning, organization and control. The scope of the course includes also international human resources management and outlines specific aspects of international management for medium-sized business.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, course paper /10 pages/ and presentation on it /15 slides/.

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test with closed end questions

The estimation of the course paper forms about 50% of the total score

Prerequisites:

Fundamentals of Management and

Theory of International economic relations

INTERNATIONAL STRATEGIC MANAGEMENT, ECTS 6

BACHELOR 45 hours lectures

Annotation:

The course „International Strategic Management“ provides concepts, processes and techniques for international strategic management, including the formulation and implementation of strategies, assessment and competitive analysis of the international markets. The strategic management encompasses planning, organization and control of decisions and actions related to the organization's strategy. In the highly competitive business environment of the international markets the survival and success of organizations depends on the development of appropriate strategies, positioning of products and services, analysis of the competitive advantages and key competencies as well as successful implementation of strategic decisions. Based on examples and case studies the discipline explores various internal and external factors that influence the strategic position of the organization.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, course paper /10 pages/ and presentation on it /15 slides/.

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test with closed end questions

The estimation of the course paper forms about 50% of the total score.

Prerequisites:

Fundamentals of Management and
Marketing

INTERNATIONAL MARKETING, ECTS 4

BACHELOR

45 hours lectures

Annotation:

The academic course „International Marketing” covers the key fundamentals of the international marketing today. The discipline starts with the examination of the international marketing environment, including its political, economic, social and cultural contexts, as well as the shifts brought about by globalization, and key international institutions, regulations, and legal issues. After that we examine how to find global customers by first analyzing the global consumer in detail, followed by strategic planning, the juxtaposition of people and markets, market entry activities, and the necessary organization for international marketing. The lectures after that concentrate on the global marketing mix by presenting the core international adjustments and expansions that have to be built on top of purely domestic considerations. The course concludes with a section on leadership in global marketing, where the impact of social networks and communications is presented, the meaning of responsibility and sustainability is analyzed, and new directions and challenges are highlighted.

The course is dedicated to the knowledge and skills a marketer needs to be successful in the international market.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester test (weight of max. 60%), course paper of 15-20 pages (weight of max. 30%) and participation in discussions and case studies (max. 10%).

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester test is in writing and includes theoretical questions and assignments.

INTERNATIONAL MARKETING, ECTS 6

BACHELOR
60 hours lectures

Annotation

International Marketing” is a compulsory academic course. It provides students with professional knowledge about the implementation of contemporary marketing solutions for international market activities. The mastering of this discipline requires a good understanding of basic marketing principles. Students are expected to have fundamental knowledge about the international marketing environment, as well as practical knowledge concerning contemporary international business operations.

The course reveals the theoretical aspects of International Marketing and the way it interacts with other areas of knowledge and practice. Special attention is paid to the factors (economic, social, political and cultural), that shape the specifics of International Marketing as a distinct branch of contemporary Marketing. The course provides knowledge about the marketing mix modifications under the conditions of internationalization and globalization of business activities. Latest “greening” and digitalization trends in international marketing are studied. With regard to the structure of the Bulgarian economy the subject offers a differentiated approach to studying the international marketing activities of big international companies, on the one hand, and of SMEs, on the other.

On the basis of subsequent tackling of discrete elements of International Marketing, systematic branches and case studies from International Marketing are discussed.

Evaluation

The course assessment consists of several components. For full time students the final grade is formed as follows

FG = 50%TE + 20%MTE + 10% GBSC + 20% IA,

where: **FG** = Final Grade; **TE** = Term Exam/ case analysis, open and closed questions/; **MTE** = Mid-Term Exam; **GBSC** = Ongoing assessment; **IA** = Individual assignments

Prerequisite

Basic Marketing

INTERNATIONAL MARKETING COMMUNICATIONS, ECTS 4

BACHELOR
30 hours lectures

Annotation:

The academic course „International marketing communications” provides perspectives and the details of planning and management of international communication campaigns. Among the main topics of the course are modern theoretical views about communications and digital communications, management aspects of marketing communications, adaptation of communication policies, organization decisions within the companies. International communication research and some intercultural aspects are also covered.

A combination of different teaching techniques and methods is applied in instruction such as lectures, discussions, individual assignments, case studies, among other methods.

Evaluation:

The evaluation method is based on two components:

Developing international communication campaign – including fieldwork (personal or group assignment)

Semester examination and involvement in the case studies analyzed during the course.

Estimation scale (100 %): minimum 50% to pass, i.e. Satisfactory (3); 51-65% - Good (4); 66-80% - Very Good (5); 81% and over – Excellent (6).

Prerequisite: Basic marketing course

INTERNATIONAL MARKET STUDIES, ECTS 6

BACHELOR 60 hours lectures

Annotation:

The academic course 'International Market Studies' provides a quality package of market knowledge and skills that can be acquired only in the 'International Economic Relations' specialty. The scope of this basic lecture course includes the theoretical, methodological, and practical issues regarding the study of international industrial and commodity markets. The emphasis is put on the regularities and peculiarities of the different types of international markets as an object of research. The course is dealing with the empirical proof of the functioning of the market mechanism in selected industrial and agricultural markets and their forecasting (in short- and long-term perspective).

The teaching of the course is based on several basic methodological principles, which also participate in its curriculum content. In particular, these principles are: each market is examined in its reproduction entirely rather than only in the sphere of exchange; each market is examined by the system approach and by the scheme 'analysis-diagnosis-forecast' and the research framework includes the scheme 'factors-indicators-sources of information'.

Evaluation:

The evaluation

method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, semester control, two practical tasks /max 10 pages each/.

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course papers forms about 30% of the total score

Prerequisite:

Macroeconomics, International Economics

INTERNATIONAL PRICING PRACTICES, ECTS 6

BACHELOR

60 hours lectures

Annotation:

The theoretical part of the course explains the main characteristics and features of market pricing and its specifics on international markets. The multidimensional characteristics of the market (i.e. analyzing it in its reproduction entirety) are the methodological basis for understanding the system of links, dependencies, and relations which is contained in each market price. Understanding the basic categories of market pricing clarifies the conceptual apparatus and the analytical language that the discipline uses.

The practical part of the course content is focused on detailed characterization of the types of prices and pricing information in terms of their representativeness for determining the real price levels and trends on foreign markets. Price ratios and their different types are a key element in clarifying the relationships between prices and the proportions of exchange in international trade. The pricing factors considered in their diversity and the impact on the formation and dynamics of international prices reveal the complex nature of pricing in which market and non-market forces are intertwined.

Evaluation:

The evaluation

method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, semester control, two practical tasks /max 10 pages each/.

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course papers forms about 30% of the total score

Prerequisite:

International Market Studies, International Business

FINANCIAL MARKETS AND FORECASTING, ECTS 4

BACHELOR

30 hours lectures

Annotation:

Financial markets and forecasting is one aspect of overall financial management, but it is a critical factor for business development. The course is designed broad and comprehensive. The purpose of this course is to provide knowledge related to organisation, rules of trade, securitization of financial assets. This course will help students too obtain a better understanding the types of financial assets and how they are traded on securities markets. Project Finance focuses on the application of alternative financial techniques – equity, debt and mezzanine finance. The course explores the application of specific techniques for forecasting - technical analysis, statistical methods, models for assessing the volatility of the securities. In order to understand the decision and how this effects on market prices. The course provides an insight into psychological of trading behavior, profits and resource allocation and the effect of individual and group behavior on market dynamic.

Evaluation:

The course assessment consists of several components. For full time students the final grade is formed based on 50% mid-term exam and 50% individual assignment,

Prerequisite: None

MARKETS, INVESTMENTS AND MARKETING – SIMULATION GAME, ECTS 4

BACHELOR

60 hours lectures

Annotation:

The game is a simulation model which covers three basic aspects of the activity of the company – production and placement; costs; and finance. The aim of the model is to choose an option for strategic planning and operational management with a view to the introduction of a new product for the company and its placement on domestic and international markets.

Participants in the game play the management team of a company and each one is responsible for a portfolio of work and all together should develop a well thought out and balanced option for strategic and operational management of the enterprise.

At the first stage, they tackle with data for the strategic development, which comprise a 6-year period and refer to: market prices of the old and the new product according to the supply and demand; the expected increase in the prices with a view to inflation and other price formation factors; total costs with regard to the new construction, reconstruction, and modernization of the production; usage of the production capacity for the old and the new product; market forecast for the marketing of the product as a result of a marketing research; parameters of company investment policy.

The imitation model possesses three sectors through which is simulated the process of introduction of the new product for the company, enlargement of its production to a standard capacity usage, introduction and establishment on the market and finally its gradual deduction from the production with a view to the necessity of the next production innovation.

Evaluation:

The evaluation

method is based on complex final estimation, comprising the results of: assessment of practical training (70 %) and groups assignments (30 %).

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The ongoing assessment is enough to pass the exam. The semester exam repeats the tasks during the semester.

Prerequisite:

Marketing, Strategic Planning

PLANNING OF INNOVATION, ECTS 6

BACHELOR

30 hours lectures and 30 hours seminars

Annotation:

The course "Planning of Innovation" focuses on innovation management decisions in the company as an integral part of the strategic planning. It encompasses topics like defining of innovation, types of innovation, innovation audit, idea generation and selection, new product development and the commercialization. The course includes also an analysis of the business environment impact on innovation management. The students acquire skills for comparative analysis of competitive innovative decisions. Special attention is given to the impact of digitalization on innovation management at company's level.

Evaluation:

The course assessment consists of several components: mid-term exam, case analysis, individual assignment and final exam. The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

Prerequisite:

Basic Management course

INTERNATIONAL BUSINESS ANALYSIS, ECTS 5

BACHELOR

30 hours lectures

Annotation

International Business Analysis is an elective course consisted of lectures and teaching with practical cases.

The course integrates two parts:

A) Instrumental – internationally adopted approaches and methodologies aimed at analysis and evaluation of firms' performance, as well as the assessment of relevant factors at macro level.

B) Applied – application of appropriate analytical instruments in relation to real business activities: international business (exports & imports, investments), firm's finance.

The material taught is based on numerous practical cases.

Grading

As it is an elective course, the assessment consists of a main component.

The final grade is formed as follows:

$$\mathbf{FG = 75\% ST + 25\% TP}$$

whereas:

TP = Term paper;

ST = Semester test.

Prerequisites

Students taking the course should have a profound knowledge and understanding of fundamental issues and topics in corporate finance, accounting, international business and management.

BUSINESS COMMUNICATIONS AND NEGOTIATIONS, ECTS 4

BACHELOR

30 hours lectures

Annotation:

The course informs the students about the specifics of communication management as one of the major management functions. The subject matter is business communications – internal and external – for the purpose of participating in the system of international business. The emphasis is on the cultural environment characteristics which are crucial when taking part in real intercultural encounters for the purpose of doing international business. The cross-section of communication, culture, and international business is sought and examined. Under the conditions of digitization, the issue of intercultural digital communication in doing international business is explored. The discipline aims at contributing to the development of intercultural competence on behalf of the students, respectively to the higher effectiveness of their participation in business communications in an intercultural environment. The course instruction relies on the situational and the systems approach.

Evaluation:

The evaluation consists of several components.

$$\mathbf{FG = 20\%OA + 20\%IA + 60\%WE,}$$

The major elements of the final grade are:

OA	=	Ongoing assessment
IA	=	Individual assignments
WE	=	Written Exam
FG	=	Final Grade

Prerequisite:

No specific prerequisites

INTERNATIONAL BUSINESS OPERATIONS I Part, ECTS 6

BACHELOR 60 hours lectures

Annotation:

The course studies the economic, managerial and legal nature of international trade transactions (ITT). The stages of ITT realization are examined in detail and their features are revealed. During the classes the document flow of the ITT is tracked out, offer types and trade terms are studied, advantages and risks involved in ITT are summarized, and the importance of the foreign trade regime is worked out. The course examines the variety of classical ITT - intermediary operations, international leasing, countertrade and special operations.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, individual research paper (30 pages).

Estimation scale (100 %): minimum 51 % to pass, i.e. 51-65 % – Satisfactory (3); 66-80 % – Good (4); 81-90 % – Very Good (5); 91 % and over – Excellent (6).

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the individual research paper forms about 30% of the total score.

Prerequisite:

A prerequisite for successful learning process is the knowledge of previously studied subjects as "International Economics", "International Marketing" and "International Management". Additional requirements are basic computer skills and Internet literacy.

MONETARY UNIONS, ECTS 4

BACHELOR

30 hours lectures

Annotation:

The course "Monetary unions" is intended for students in Bachelor degree "International Economic Relations", who chose to study "International Finance" module. The course presents and analyzes valid lessons for the European monetary union from the history of monetary unions in the world, as well as contemporary problems of the monetary union in Europe. There are also topics about the policy of the European Central Bank and the goals about constructing an adequate strategy for the development of EMU having in mind important lessons from history, i.e. creating and falling apart of monetary unions.

Evaluation:

The evaluation of the students' performance is based on two components: 70% of the final grade is based on the result of the final written exam and 30% of the final grade is based on an ongoing assessment (participation in class discussions and class projects). The final exam is in writing in the form of a closed questions test plus 2-3 open questions.

The estimation scale for the written exam is as follows: /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/.

Prerequisite:

International Finance, European Integration

SUPPLY CHAIN MANAGEMENT, ECTS 4

BACHELOR

30 hours lectures

Annotation:

The course in Supply Chain Management introduces the students to the essence and specific characteristics of supply chains and their role in the strategic planning and management process of the individual company. Based on the consistent discussing of supply chain activities and resources involved in the accomplishment of management tasks, the students gain knowledge of the tools and elements of managing supply chains. The course in Supply Chain Management has a strong global and practical focus. The course discusses the latest trends and developments in the field of global supply chains. Many case studies and practical examples give the students the opportunity to learn how to put in practice the concept of Supply Chain Management in various areas of business.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, individual research paper (30 pages).

Estimation scale (100 %): minimum 51 % to pass, i.e. 51-65 % – Satisfactory (3); 66-80 % – Good (4); 81-90 % – Very Good (5); 91 % and over – Excellent (6).

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the individual research paper forms about 30% of the total score.

Prerequisite:

A prerequisite for successful learning process is the knowledge of previously studied subjects as "Principles of Economics", "Principles of Marketing" and "Principles of Management". Additional requirements are basic computer skills and Internet literacy.

CORPORATE GOVERNANCE AND INTERNATIONAL BUSINESS, ECTS 4

MASTER

45 hours lectures

Annotation

The course Corporate Governance and International business sheds light on the current developments in the theory and practice of corporate governance. The main topics of the course are as following: ownership and models of ownership; the impact of different investors /individual and institutional/ on the developments of corporate governance; corporate boards and their functions; fiduciary duties of the board members; independent directors and their role in corporate governance framework. A special attention is paid to various components of disclosure and principles of disclosure policy. Stakeholders' engagement in the corporate governance is examined from the perspective of OECD principles and the practice in different countries. Among the topics of the course is the interplay between regulation and self-regulation. The course explores international issues of corporate governance: EU policy towards corporate governance; regional models in developed market economies and emerging markets. Latest developments in sustainable corporate governance/ ESG issues/ within EU and globally are taught.

Evaluation

The course assessment consists of several components. For full time students the final grade is formed as follows

FG = 50%TE + 10% GBSC + 40% IA,

where: **FG** = Final Grade; **TE** = Term Exam /case analysis, open and closed questions/; **GBSC** = Ongoing assessment ; **IA** = Individual assignments

Prerequisite

International Business , Basic Law and Basic Finance modules

GLOBAL ECONOMY, ECTS 5

MASTER

60 hours lectures

Annotation:

The purpose of the course „Global Economy” is to provide basic knowledge about the global economy in a practical way, looking at the application of economic theory in the modern world, emphasising recent trends and developments and putting them in a historical perspective. Subject of study are the complex system of economic interactions that occur in the global economy as well as the various models of economic policies (of the USA, the EU and Bulgaria in particular, China, Japan, India, Brazil, Russia). The course covers important topics such as international competitiveness of countries, structural transformation and industrial policy, international movement of capital, regionalism in the world economy, the international monetary system and international financial crises. The up to date knowledge that students receive upon completion of the course enables them to analyze ongoing processes and issues in the global economy, and are essential for the successful functioning of almost all business activities under the present conditions of increasing globalization.

Evaluation:

Each student is assigned a course project on a particular country's competitiveness in the global economy and a presentation on a selected global societal challenge which he/she presents in class.

The course assessment consists of several components:

Final test – 40%,

Class attendance and participation in discussions – 10%,

Paper – 30%

Presentation – 20%.

Grading scale /100 %/: minimum 51 % to pass, i.e. Satisfactory /3/; 61-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

Prerequisites:

Microeconomics and Macroeconomics

GLOBAL STRATEGIC MANAGEMENT, ECTS 4

MASTER

60 hours lectures

Annotation:

The course „Global Strategic Management“ provides research tools, theoretical frameworks, and experiences to prepare you understand how the global business functions. The course focuses on successful strategies for global multinationals, but also the relations of global multinationals, key drivers of globalization with the domestic companies in host economies. In this respect, besides focusing on global strategies and global innovation, this course will examine the institutional changes in diverse markets, as well as the role of national and local governments as well as other key stakeholders (think tanks, academia, media).

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, course paper /10 pages/ and presentation on it /15 slides/.

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test with closed end questions

The estimation of the course paper forms about 50% of the total score

Prerequisites:

Fundamentals of Management and Marketing

GLOBAL SUPPLY CHAIN MANAGEMENT, ECTS 5

MASTER

60 hours lectures

Annotation:

The concept of global supply chains (GSCs) and their management is an integral part of the business of many companies operating abroad. Increased interest to GSCs from both academia and business as a new way of doing business, coupled with the uniqueness of each supply chain, requires learning the specifics of its management in order to increase the competitiveness of companies involved in international business. The course "Global Supply Chain Management" (GSCM) introduces the students to the nature and characteristics of GSCs and their role in the strategic management of the individual company. Based on the consistent discussing of supply chain activities and resources involved in their accomplishment, the students gain knowledge of the tools and elements of managing GSCs. The lectures have a strong practical focus and a special place is given to the business model and its implementation in real business practice. The course is focused on the latest trends in GSCM. Many case studies and practical examples give the students the opportunity to learn about the putting into practice of the GSCM concept in various areas of international business.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, individual research paper (30 pages).

Estimation scale (100 %): minimum 51 % to pass, i.e. 51-65 % – Satisfactory (3); 66-80 % – Good (4); 81-90 % – Very Good (5); 91 % and over – Excellent (6).

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the individual research paper forms 50% of the total score.

Prerequisite:

A prerequisite for successful learning process is the knowledge of previously studied subjects as "International Marketing", "International Business", "International Management", and "Quantitative Methods". Additional requirements are basic computer skills and Internet literacy.

INNOVATION MANAGEMENT, ECTS 4

MASTER 60 hours lectures

Annotation:

The course "Innovation Management" aims to deepen students' knowledge on innovation management at company's level as well as to present the public research and innovation policy. The course presents a variety of approaches to innovation management. The students learn about the innovation impact on business development, audit methods, an innovation strategy development as an integral part of the business strategy and the preparation of innovative projects supported by public programmes for funding research and new product/service development. The students acquire skills for comparative analysis of the public policy. The course provides also knowledge on a variety of instruments for long-term policy development and the creation of an environment conducive to research and innovation.

Evaluation:

The course assessment consists of several components: mid-term exam, ongoing assessment, individual assignment and final exam. The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3.

Prerequisite:

Basic Management course

INTERNATIONAL BUSINESS, ECTS 5

MASTER 60 hours lectures

Annotation:

The course studies the nature, characteristics and conditions for cross-border economic activity in different countries and regions as a prerequisite for the successful development of a modern company. Purpose of the course is practical acquaintance with the specifics of doing business in various countries and regions, taking into account economic, political, social, cultural, technological and other factors of the international business environment. The course provides basic theoretical and practical knowledge and presents examples of good practices in international business transactions.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, individual research paper (30 pages).

Estimation scale (100 %): minimum 51 % to pass, i.e. 51-65 % – Satisfactory (3); 66-80 % – Good (4); 81-90 % – Very Good (5); 91 % and over – Excellent (6).

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the individual research paper forms 50% of the total score.

Prerequisite:

A prerequisite for successful learning process is the knowledge of previously studied subjects as "Principles of Economics", "Principles of Marketing", "Principles of Management" and "Principles of Finance". Additional requirements are basic computer skills and Internet literacy.

SOCIAL MEDIA IN THE INTERNATIONAL BUSINESS, ECTS 4

MASTER

60 hours lectures

Annotation:

The academic course „Social media in the international business” covers one of the most topical aspects of the business in digital environment and provides students with knowledge in the field of the main principles and specifics of the marketing strategies and tactics in this environment. Using analyses and concrete examples, it is being discussed during the course both creation of digital marketing strategies and their implementation in social media. An attention is also paid to the integration of those activities with the other marketing activities of the company, as well as to aspects, related to the management of feedback.

A combination of different teaching techniques and methods is applied in instruction such as lectures, discussions, individual assignments, case studies, among other methods.

Evaluation:

The evaluation method is based on two components:

Developing and analyzing own social media channel for a brand (personal or group assignment)

Semester examination and involvement in the case studies analyzed during the course.

Estimation scale (100 %): minimum 50% to pass, i.e. Satisfactory (3); 51-65% - Good (4); 66-80% - Very Good (5); 81% and over – Excellent (6).

Prerequisite:

Basic marketing course

INTERNATIONAL BUSINESS RESEARCH METHODS, ECTS 5

MASTER

60 hours lectures

Annotation:

The course enriches students' knowledge applying the basic business research methods and paves the road for successful participation of the students in future team consultancy projects. The program aims at covering the following major aspects, related to business research methods:

the research process in business; scientific thinking; the research process; the research proposal; ethics in business research;

design strategies; measurement; scaling design; sampling design;

secondary data sources;

survey methods; instruments for respondent communication;

observation studies and experimentation;

data preparation and preliminary analysis;

The general objective of this academic course is to:

- provide theoretical knowledge on the fundamental concepts and the practical applications of business research models;

- develop basic skills in business research methods concerning design strategies, measurement, scaling design, sampling design, the sources and collection of data, the analysis and presentation of data.

Marketing, Management, Corporate Finance are modules that students must have studied previously in order to take this module, or modules that they must study simultaneously with this module.

Evaluation:

The evaluation method consists of several components. For full time students the final grade is formed as follows: **FG = 50% MTE + 20% OA + 30% IA**, where:

FG = Final Grade;

MTE = Mid-Term Exam;

GBSC = Ongoing assessment;

IA = Individual assignments.

Prerequisite: Fundamentals of Marketing, Fundamentals of Management

APPLIED INFORMATICS AND STATISTICS FACULTY

MATHEMATICS AND APPLIED STATISTICS

MATHEMATICS- PART I, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The "Mathematics-part I" course covers the basic calculus. The course emphasises the key ideas of differential and integral calculus and the creation of practical skills for solving basic problems in this field, as well as the mathematical interpretation of main concepts and dependencies in economics. Although the course provides standalone training on the core elements of differential and integral calculus, the examples are chosen to match the typical models discussed in basic economics courses. The topics of the course focus on the most important foundations for the application of mathematical methods and continuous models in economics.

Evaluation:

The evaluation of student's achievement is based on written tests. The final grade comprises the results of two midterm exams and final examination. The midterms and final exam includes theoretical questions and practical tasks.

The exams are conducted in the form of an electronic test.

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

Prerequisite:

Algebra, Precalculus

MATHEMATICS- PART II, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The course "Mathematics - Part II" covers linear algebra, linear optimization and probability theory. The course topics are aimed not only at acquiring basic knowledge in these fields of mathematics, but also at the theoretical training of students for the next courses in statistics, econometrics and other courses, as well as at demonstrating a number of applications of the mathematical methods and discrete models in economics.

Evaluation:

The evaluation of student's achievement is based on written tests. The final grade comprises the results of two midterm exams and final examination. The midterms and final exam includes theoretical questions and practical tasks.

The exams are conducted in the form of an electronic test.

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

Prerequisite:

Elementary algebra and set theory, Calculus.

STATISTICS, ECTS 5

BACHELOR

45 hours lectures

Annotation:

The course "Statistics" aims to introduce students to basic knowledge of Statistics as well as opportunities and applications of the statistical methodology used in economic and social research. The scope of the course includes basic aspects of statistical methodology. Its structure is subject to logical coherence of the main types of problems solved under the characterization of mass phenomena and processes in socio-economical field. The topics cover: the nature and goals of statistics; statistical approach of studying the mass phenomena; basic concepts and definitions; statistical research; statistical methods for analyzing empirical frequency distributions, methods for statistical inferences, methods for studying relationships, methods for analyzing time series.

Evaluation:

The course assessment consists of several components:

$$\mathbf{FG = 0.2\ MTE + 0.7\ OA + 0.1\ IA,}$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
OA	=	Ongoing assessment;
IA	=	Individual assignments.

Prerequisite:

For good understanding the studied matter it is advisably for students to have basic knowledge of Economics and Mathematics.

STATISTICAL INFERENCE AND RELATIONSHIPS, ECTS 6

BACHELOR

45 hours lectures, 30 hours seminars

Annotation:

The academic course „Statistical Inference of Relationships” covers the key contemporary statistical methods for statistical estimation of parameters, statistical testing of hypotheses and exploring factor and other relationships in the socio-economic sphere, their application in practice and problems. The focus is on the various methods of analysis. The matter has taken into consideration the different levels of presenting the variables. The analysis of the relationships of the weak, mixed and strong scales of measuring the phenomena is presented consecutively. Most of the methods of analysis of relationships covered in this course are presented by matrix algebra tool.

The course is dedicated to the idea of the comprehensive knowledge process, incorporated in each statistic research.

Evaluation:

The evaluation

method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, course paper /max 20-25 pages./

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course paper forms about 15% of the total score.

Prerequisite:

Basic Statistics course

STATISTICAL ANALYSIS OF TIME SERIES, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course aims in providing the undergraduate students in Business studies with relevant knowledge and understanding of the basic methods for time series analysis. It covers a range of fundamental techniques traditionally applied for the purposes of statistical analysis of business data in the form of time series. A selection of statistical methods typically applied for the description, exploration, and forecasting of the expected dynamics of time series are considered. The course content covers the following basic areas: elementary statistical methods for time series analysis; analysis of trending time series; analysis of seasonal time series; forecasting of time series, evaluation of forecast errors; introduction to regression analysis with time series data.

Evaluation:

The assessment method involves a written exam that includes two components: (1) test; (2) practical problem of interpreting empirical results. The final mark is based on the standard 6-point scale with a minimum mark of "Satisfactory /3/" for a successful completion of the course. The evaluation scale is defined as follows: 41-55% for Satisfactory /3/; 56-70% for Good /4/; 71-85% for Very Good /5/; over 85% for Excellent /6/.

Prerequisite:

Undergraduate courses in: Mathematics; Statistics; Informatics.

ECONOMETRICS, ECTS 5

BACHELOR

45 hours lectures

Annotation:

The course aims in providing the undergraduate students with knowledge and skills about the basic methods for conducting empirical economic analysis. The study of this course reviews the information provision as well as the main statistical methods used for estimating econometric models. It covers the basic topics of regression analysis, estimation of linear and non-linear models, and their diagnostics. Additional focus is put on some basic methods for conducting dynamic econometric analysis. The scope of the course includes fundamental aspects of econometric analysis. The content reflects the undergraduate level of the program and focuses on a collection of methods and applications that reveal the analytical potential and capabilities of the basic econometric models. The course content is allocated to 13 topics that cover the core elements of an undergraduate course in Econometrics. Skills for conducting basic econometric analysis are acquired through individual work on practical assignments using standard worksheet software (MS Excel) under the supervision of the lecturer.

Evaluation:

The course assessment consists of several components:

$$\mathbf{FG} = 0.7 \mathbf{OA} + 0.3 \mathbf{IA},$$

where:

FG = Final Grade;

OA = Ongoing assessment;

IA = Individual assignments.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. Converted to the ECTS the grading scale the grades are as it follows:

Prerequisite:

For good understanding the studied matter it is advisably for students to have basic knowledge of Economics, Statistics and Mathematics.

INFORMATION AND COMMUNICATION TECHNOLOGIES

INFORMATICS, ECTS 5

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course provides basic knowledge of trends in information technology and their application in economics. The course provides in-depth knowledge of the architecture of business information systems technologies for their development and basic principles and operation.

In seminars students gain knowledge of a higher level of automation of different activities and tools in Microsoft Office in business problems. Emphasis on techniques from a higher level to create documents, create spreadsheets and perform business analysis through them, presenting information and build web solutions.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows (please define the valuation method):

$FG = 50\%GBSC + 50\%MTE$,

where:

FG = Final Grade;

MTE = Mid-Term Exam;

GBSC = Grade Based on Semester Control;

THEORY AND IMPLEMENTATION OF OPERATING SYSTEMS, ECTS 6

BACHELOR

45 hours lectures, 30 hours seminars

Annotation:

The course aims to provide theoretical and practical knowledge in the design and implementation of operating systems. The material, included in the course, presents basic classifications of Operating Systems Concepts – Processes, Deadlocks, Memory Management, Input/Output, Files, Security, The Shell and Systems Calls.

Students are acquainted with all the components of a operating system, their main characteristics, behavior and event use, their concrete realization in the environment and technology, currently selected for practical work in the course. Theoretical and practical skills of students with complementary knowledge about best practices and design principles of modern operating systems.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$FG = (0,5 * WE) + (0,25 * CW) + (0,25 * PT)$$

where

FG	=	Final grade
WE	=	Written exam
CW	=	Coursework
PT	=	Practical test

Prerequisite:

COMPUTER ARCHITECTURE, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

Arithmetic fundamentals and numeric system are presented. The decimal, binary and hexadecimal numbering systems are examined with emphasis on the binary system, which is the foundation of all digital designs and implementations. The conversion from one number system to another is studied. The principles of Boolean algebra are examined, and also the representation of numbers in computers. Boolean variables and functions, and basic digital operational devices are reviewed. Attention is paid to how performance of computing systems is measured with the description of various metrics, thus applying the quantitative approach to computer architectures. The subject also considers building the data path, pipelining, the interrupt system, page organization of memory, types of memories and memory hierarchy for computer systems. The students are taught the basic blocks and interfaces of personal computers and the functioning of I/O devices. Brief review of GRID systems and supercomputers is also given

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$FG = 0.7 \text{ MTE} + 0.2 \text{ GBSC} + 0.1 \text{ IA},$$

where:

FG = Final Grade;

MTE = Mid-Term Exam;

GBSC = Grade Based on Semester Control;

IA = Individual Activity.

Prerequisite: None

DATABASE PROGRAMMING, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course aims to acquaint students with additional opportunities provided by the management of databases, to create application server software and programming to create applications with multi-tiered architecture. Emphasis is placed on procedural language extensions to SQL, additional techniques for managing and manipulating data as stored procedures, user defined functions and views, theory and practical application of models and transaction management in the competitive job applications with database capabilities of embedded languages programming.

In the curriculum is the acquisition of theoretical knowledge and practical skills in the selection of tools and techniques, their design and implementation of additional programs in complex databases. Each of the themes of the curriculum is complemented with development issues and case studies during the seminars.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows :

$$FE = 0,4 * ET + 0,6 * IS$$

where

FE = final exam

ET = assessment of the exam test

CS = current control (weekly assignment and theoretical test)

Prerequisite: None

DESIGN AND IMPLEMENTATION OF USER INTERFACE, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course aims to provide theoretical and practical knowledge in the design and implementation of applications with a graphical user interface. The material included in the course presents basic classifications of the types of applications and types of user interface, focusing on their essential characteristics and application areas, and reasonable set of criteria for selecting the type of application or interface.

Students get acquainted in detail with all the visual components of a user interface, their main characteristics, behavior and case of use, and their implementation in a specific environment and technology currently selected for practical work on the course. Theoretical and practical skills are complemented with knowledge on best practices and design principles of user interface.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows (please define the valuation method):

$$FG = (0,3 * WE) + (0,30 * CW) + (0,30 * IT)$$

where

FG	=	final grade
WE	=	written exam
CW	=	coursework
PT	=	interim tests

Prerequisite: None

DATABASE DESIGN AND IMPLEMENTATION, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course "Databases" has been studied by students in Business Informatics since 1985. In recent years it has undergone changes associated with technological developments in this area.

The aim of the course is to acquaint students with the theory and practice of databases, their design and their use in the computer information systems.

Lectures cover the basic concepts in the field of databases and database management systems; data models, including relational data model; design of databases, including the creation of conceptual, logical and physical data model; normalization; language SQL (commands for creating, modifying and removing objects in the database; commands for inserting, updating, deleting and selecting data from the database); transactions, recovery and concurrency management; performance management.

The exercises are held in computer classes and are practically oriented.

Evaluation:

The course evaluation consists of several components.

For full time students the final grade is formed as follows:

$$FG = (0,5 * WE) + (0,25 * CW) + (0,25 * PT)$$

where

FG	=	Final grade
WE	=	Written exam
CW	=	Coursework
PT	=	Practical test

Prerequisite:

Basic Statistics course

BUSINESS COMMUNICATIONS, , ECTS 4

BACHELOR

30 hours lectures,30 hours seminars

Annotation:

The main purpose of the discipline is to improve knowledge and skills for effective communication in the business environment that is necessary to build professionalism among future employees. The most important skill what all professionals need to have to be successful in their businesses today is to communicate effectively with others. Everyone should learn how to establish successful contacts with others: to be well understood, to receive the necessary support, to be able to introduce an influence, to be able to communicate effectively through both oral and written forms of communication. The level of human culture and knowledge of formal business communications in big extend determine the conditions for business success.

By educating and preparing future professionals in the field of communications organizations could be transformed and introduce a corporate culture with a typical attitude, behavior and approach. In most cases this is a critical requirement for the organizational development.

The motto of this discipline may just be briefly presented as follows:

The ability to communicate is not an innate quality, it must be learned.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows (please define the valuation method):

$$FG = 10\% * MTE + 40\% * GBSC + 50\% * IA,$$

where:

FG = Final Grade;

MTE = Mid-Term Exam;

GBSC = Grade Based on Semester Control;

IA = Individual Activity.

Prerequisite: None

BUSINESS PROCESSES AND MODELS, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course "Business Processes and Models" is design for students in Business Informatics and the course content takes into account the fact that these specialists will not only design, but will also implement, support and manage BPM (Business Process Management) systems.

Within the course, particular attention is paid to the principles, organization and leading technology for the choice, implementation and management of BPM systems. Particular attention is paid to the modeling, implementation and monitoring of business processes within an organization, with the help of BPMS.

The basic pillars of the theory and practice of managing BPMS are taught within the course. At the same time, active forms of learning (such as practical exercises, in which the theoretical knowledge is consolidated and practical skills and professional habits in the use of BPMS are gained) are held.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows (please define the valuation method):

$FG = (MTE + GBSC + 28CP,$

where:

FG = Final Grade;

MTE = Mid-Term Exam;

GBSC = Grade Based on Semester Control;

CP = Course Project.

Prerequisite: None

CLIENT-SERVER AND WEB SERVICES APPLICATIONS, ECTS 4

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course aims to provide students the basic technologies used in building three-tier client / server architecture of an information system. The presentation of tools and methodology development are in line to obtain the skills to identify and solve specific information problems. Selected teaching strategy is to create skills for students to explore literature and to explore the problem originated information and finding the right tools to solve it. Overall, the course aims to develop additional skills to build complex three-layer systems based on client / server technologies. Previous skills in the development of information systems are a prerequisite, as this discipline extends and deepens the already acquired knowledge of the disciplines, "Design of Information Systems" and "Fundamentals of the development of application software systems."

Evaluation:

Exam includes two estimates with equal weight - the exam, held in the form of test and practical development of a real problem.

Prerequisite:

Students to have training in programming, using programming environments and knowledge of basic algorithms and data structures

DEVELOPMENT OF APPLICATION SOFTWARE SYSTEMS, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course "Development of application software systems " is consistent with the fact that the majority of these specialists will develop, localize and implement application software.

During the training course the main attention is paid to the technology of creating applications, the types of data organization simple and aggregate data and methods for their manipulation. A detailed review of the various aspects of managing the sequence of execution of the programs of potential errors and exceptions. The problems are analyzed in close relation to the scale of the development application system and the approach chosen for its creation. Special attention is paid to the implementation of access to databases applications with modern multitier architecture.

Basics of theory and practice in the development of application software systems are exposed in the lectures. Along with it are implemented and active forms of training such as practical exercises in which specify and reinforce the theoretical knowledge and practical skills and professional skills in the creation of applications.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows (please define the valuation method):

$$FG = 0.4 * MTE + 0.2 * GBSC + 0.4 * IA,$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
GBSC	=	Grade Based on Semester Control;
IA	=	Individual Activity.

Prerequisite: None

IMPLEMENTATION PROGRAMMING MODELS IN MOBILE SYSTEMS, ECTS 4

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The subject "Implementation programming models in mobile systems" is a new discipline in the curriculum of students in Business Informatics. The course will provide to the students modern concepts and technologies for developing mobile applications.

In this discipline it will be considered key components in the development process of mobile applications. The course will cover topics such as HTML5, JavaScript, jQuery, jQuery Mobile and other web and mobile development technologies. It will be presented a variety of cross-platform mobile applications development. The lectures and the seminars will provide knowledge for creating mobile applications for different operating systems such as Android, iOS, Windows Phone 8 and etc. The course should end with development of a project that the students will present to the audience.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$FG = 0,5 * MTE + 0,5 * IA,$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
IA	=	Individual Activity.

Prerequisite: None

IMPLEMENTATION PROGRAMMING MODELS IN WEB SYSTEMS, ECTS 4

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The discipline presents Internet programming language Java in combination with other languages and programming tools on the Internet for development of web applications. It is a basis for further training of students of "Business Informatics" - "Bachelor" degree.

The aim of the course is future-informatics specialists to acquire theoretical knowledge and practical skills in the process of design and implementation of software with object-oriented language Java, as well as a variety of software technologies, specifically designed for the development of business applications on the Internet.

Lectures discuss theoretical issues that are specific to the methods and means to develop effective business applications on the Internet.

The seminars are held in individual problem solving based on object-oriented programming.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$FG = 0,5 \cdot MTE + 0,5 \cdot IA,$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
IA	=	Individual Activity.

Prerequisite: None

INFORMATION SYSTEMS DESIGN, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

With the development of information systems and their intensive use, as well as their scalable expansion, the management of organizations began to seek the support of common methodologies for designing IS in order to improve results, increase the efficiency of developing information systems solutions and justify the investments.

The study of methodologies for information systems design is aiming to cover the nature and characteristics of the activities related to construction and development of systems and to focus on the understanding that the methodology is not just a set of different elements. It is usually based on a comprehensive management and whole organization philosophy to building an information technology solution. Knowing different methodologies is the key for appropriate choice of the most successful approach. At the surface, methodologies can differ in the recommended techniques or contents of the individual stages, but in deep understanding, their differences are profoundly fundamental.

The main objective of the course is to study the nature and specificity of the analysis, design and development of information systems to achieve better results from the technological solutions implementation for more efficient operation and management of the business and the whole environment.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$FG = 0,5 * MTE + 0,25 * GBSC + 0,25 * IA,$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
GBSC	=	Grade Based on Semester Control;
IA	=	Individual Activity.

Prerequisite: None

INFORMATION SYSTEMS DEVELOPMENT AND ADMINISTRATION, ECTS 4

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course aims to familiarize students with the theoretical and methodological aspects of the development and implementation of integrated information systems. Learning content is divided into 14 topics, which subsequently provides the performance of individual stages of software development, namely the study of the subject area, definition of system requirements, description and modeling of business processes, common architecture of the development application, conceptual and physical data models, design of individual elements of the database, business logic and user interfaces, testing and system integration. The course provides an acquisition of theoretical knowledge and practical skills in research, analysis, design, development, implementation and operation of integrated information systems. Each of the themes of the educational content is complemented with development issues and case studies during the seminars.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$FG = 0,5 \text{ MTE} + 0,5 \text{ IA},$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
IA	=	Individual Activity.

Prerequisite: None

INFORMATION TECHNOLOGY IN FINANCIAL SYSTEMS, , ECTS 4

BACHELOR

30 hours lectures,30 hours seminars

Annotation:

The course aims to familiarize students with the latest advances in computer information systems in the financial system. Students are familiarized with the structure of the financial system and its participants. Special attention is paid to organization of computer systems in the banking sector. The course examines problems of decentralization and interoperability of information systems. The course pays attention at the analysis of information flows, the processes in the banking system and the life cycle of software applications. The course turns attention in trends in the use of the main types of operating systems in banking area, the regulation of payment systems and their species. The course focuses on payment systems and their characteristics, as well as technologies for different types of electronic cards. The course discusses the systems for credit risk assessment and systems for servicing of rating agencies.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$FG = 0,5 \text{ MTE} + 0,5 \text{ IA},$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
IA	=	Individual Activity.

Prerequisite: None

INTERNET TECHNOLOGIES, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The “Internet Technologies” gives the work fundamentals in the Internet environment, as well as basic skills for designing Web sites.

The course is aimed at graduating economists to master theoretical knowledge and practical skills in designing, developing and maintaining complex Web sites through HTML, JavaScript and CSS.

The lectures present the theoretical topics about the emergence and development of the Internet, principles of work with hypertext and hypermedia, basics of HTML, JavaScript and CSS.

The experimental labs consider individual tasks for designing Web sites.

Evaluation:

Exam includes two estimates with equal weight - the exam, held in the form of test and practical development of a real problem.

The formula for the formation of the final grade is as follows:

$$FE = 0,5 * ET + 0,5 * IS,$$

FE = final exam

ET = assessment of the exam test

IS = assessment of the presentation of individual assignment

Prerequisite None

MULTI TIRED WEB APPLICATIONS, ECTS 4

BACHELOR

30 hours lectures,30 hours seminars

Annotation:

The course " Multi tiered web applications " is designed for students in "Business Informatics." Specialty. During the training course the main attention is paid to developing applications with ASP.NET MVC platform and language C #, best practices in writing web applications and upgrade existing base in C # programming

The basic concepts related to planning the structure of the web application, the general concepts of ASP.NET MVC, data caching, database access using Entity Framework.

Basics of theory and practice in the development of MVC Web applications are displayed in the lectures. Along with it are implemented and active forms of training such as practical exercises in which specify and reinforce the theoretical knowledge and practical skills and professional skills in creating ASP.NET MVC applications

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows (please define the valuation method):

$$FG = (MTE + GBSC + 2* IA) / 4,$$

where:

FG = Final Grade;

MTE = Mid-Term Exam;

GBSC = Grade Based on Semester Control;

IA = Individual Activity.

Prerequisite: None

NETWORKS AND TELECOMMUNICATIONS, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The basic models of networking – client-server and peer-to-peer are presented. A proper attention is given to network software and hardware. The OSI and TCP/IP reference models are reviewed with a comparison between them. The theoretical basis for data communication is explained. Various guided transmission media are presented. Wireless transmission, communication satellites and mobile telephones are studied. Error correction and error detection are explained with special attention to the Hamming code and CRC. In addition to the data link layer, the medium access control sublayer is reviewed, as well as Ethernet and Wireless LAN. Various routing algorithms are given. The Network layer is examined with the IP protocol, subnets, NAT, IPv6, and other protocols. The transport layer and its services are explained together with TCP, UDP. Application layer protocols like DNS, E-mail are presented. The course ends with network security, cryptography and different types of security algorithms.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$FG = 0.7 \text{ MTE} + 0.2 \text{ GBSC} + 0.1 \text{ IA},$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
GBSC	=	Grade Based on Semester Control;
IA	=	Individual Activity.

Prerequisite: None

PRINCIPALS OF PROGRAMMING AND ALGORITHMISATION, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The discipline has a goal to present the general principles of creation of algorithms, as well as the of the programming, on the base of Java language. The presented information has to lead to creation of knowledge in formulating of algorithms for different real situations, and for development of program language expressions of those algorithms. The program development will lead to resolving of real practical problems. The course has a strategy to create students' skills for researching of real problems via analyzing and development algorithms and their conversion to Java programs for testing and implementation. Knowledge of other programming languages would be a good basic start for comparison and analogies.

The course content is prepared in different themes, which sequence presents the basic Java language constructions, basic algorithms and main concepts in the field of creation and analysis of algorithm. Each one of them is presented via its syntax, e.g. formal language requirements and areas of implementation. The presented examples have a goal to demonstrate the purpose and complexity of the language constructions.

At the end of the course each student has to have an essential amount of knowledge for creation of its course assignment.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$FE = 0,4 * ET + 0,6 * CS$$

where

FE = final exam

ET = assessment of the final exam (test)

CS = current control result, calculated including weekly homework and theoretical tests

Prerequisite: None

PRINCIPLES OF BUSINESS INTELLIGENCE SYSTEMS, ECTS 4

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The main objective of the course "Principles of Business Intelligence Systems" is to present and explain the term "business intelligence" as a set of architectures, tools, databases, applications and methodologies by which business managers and analysts in organizations can receive a quick and easy access to any available data in the company, possibly in real time, as well as the appropriate processing and analysis of these data to support decision management. Emphasis is placed on the architecture and components of the BIS, including transactional systems, tools for ETL (Extract Transform Load), data warehouses, analytical tools for data processing, methods and tools for presenting the results.

The course aims at studying the nature and specifics of business intelligence systems as an environment for the timely provision of quality information to support the decision management process.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows (please define the valuation method):

$$FG = 10\% * MTE + 40\% * GBSC + 50\% * IA,$$

where:

FG = Final Grade;

MTE = Mid-Term Exam;

GBSC = Grade Based on Semester Control;

IA = Individual Activity.

Prerequisite:

PRINCIPLES OF ERP SYSTEMS, ECTS 4

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course aims to provide theoretical and practical knowledge in the choice, customizing and implementation of ERP systems. The material, included in the course, presents basic classifications of ERP Systems - Customizing, Management, Administering, Security and Best practices and principles for designing ERP systems.

Students are acquainted with all the life cycle of a ERP system, their main characteristics, behavior and event use, their concrete realization in the environment and technology, currently selected for practical work in the course. Theoretical and practical skills of students with complementary knowledge about best practices of customizing, management and administering ERP systems.

The exercises are held in computer classes and are practically oriented.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$FG = (0,5 * WE) + (0,25 * CW) + (0,25 * PT)$$

where

FG	=	Final grade
WE	=	Written exam
CW	=	Coursework
PT	=	Practical test

Prerequisite: None

OBJECT-ORIENTED PROGRAMMING, ECTS 6

BACHELOR

30 hours lectures, 30 hours seminars

Annotation:

The course aims is to students to have deep knowledge in programming in JAVA for concepts of object-oriented programming, multi-threaded programming, abstraction illustrated the ideas of design patterns and generics.

The course is designed as 8 separate topics. In each of them the basic concepts syntactic features of the programming language, standard situations and use of concrete examples are represented. The demonstration of the specificity is made based on an example in order to show the complexity in use and a good programming style. These should be used by students to solve their individual assignment. At the end of the course each student must have a considerable amount of individual assignment covering basic concepts.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows:

$$FE = 0,4 * ET + 0,6 * CS$$

where

FE = final exam

ET = assessment of the exam test

CS = current control calculated including weekly HomeWorks and theoretical tests

Prerequisite:

The requirement is students to have a common training in the field of informatics and principles of algorithmisation and programming language JAVA

SYSTEMS FOR STRATEGIC CORPORATE MANAGEMENT , ECTS 6

BACHELOR

30 hours lectures,30 hours seminars

Annotation:

The main goal of the course is to introduce to the students the contemporary conceptions of strategic corporate management and the new information technologies supporting managers at different management levels. The course will provide knowledge about corporate performance management and practical instruments for measuring business performance. The perception of corporate performance from different perspectives will be discussed, focusing especially on the management and control perspective. The Balanced Scorecard methodology will be introduced, and the instruments supporting the strategy implementation - Strategy Maps and Key Performance Indicators. The established rules and good practices for dashboard design and information visualization will also be presented. Selected case studies will be used in the teaching process to complement the theoretical knowledge. Specialized software solutions will also be used in the seminar classes.

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows (please define the valuation method):

$$FG = 30\% * MTE + 20\% * GBSC + 50\% * IA,$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
GBSC	=	Grade Based on Semester Control;
IA	=	Individual Activity.

Prerequisite: None

TECHNOLOGIES FOR BUILDING WEB SYSTEM, ECTS 6

BACHELOR

30 hours lectures,30 hours seminars

Annotation:

The course aims to provide theoretical and practical knowledge in the design and implementation of web business applications using ASP.NET Web Forms technology. The material, included in the course, presents all steps of server side and client side components development. Students are acquainted with page life cycle and the possibilities to integrate custom processing in it. A significant part of this course is dedicated to the problems of data access organization and implementation from a web application. General concepts of developing and using web components templates, themes, Bootstrap css and controls are discussed. Application of Ajax technologies in user interface implementation is presented

Theoretical and practical skills of students are provided with complementary knowledge about best practices and design principles of web application development. The course "Technologies for web systems development " is a continuation of training in the course "Development of application software systems."

Evaluation:

The course valuation consists of several components.

For full time students the final grade is formed as follows (please define the valuation method):

$$FG = 0.4 \cdot MTE + 0.2 \cdot GBSC + 0.4 \cdot IA,$$

where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
GBSC	=	Grade Based on Semester Control;
IA	=	Individual Activity.

Prerequisite: None

ECONOMICS OF ENTERPRISE /BUSINESS ECONOMICS, ECTS 5

BACHELOR

60 hours lectures

Annotation

The purpose of the course is to provide systematic knowledge about the enterprise as a major structural and economic unit of the national economy. The course focuses on getting students' knowledge about the enterprise as a system (integrity) with a certain structure, functions, resources used and the process of their transformation into finished products and services.

The course gives insight into the various mechanisms through which an enterprise transfers knowledge, technology, resources and know-how from the external environment to the enterprise. Students also learn about the basic economic decisions that are taken in the phases of the life cycle of a business.

Determining the value of the enterprise as well as business efficiency evaluation complements the students' knowledge about the relationship of the results of operations of enterprises with their competitiveness and the interests of capital owners. In seminars are obtained certain skills for comparative analysis and justification of economic and organizational decisions.

Evaluation

The course assessment consists of several components. For full time students the final grade is formed as combination of: Term Exam; Ongoing assessment (lectures attendance and in-class participation) and Individual assignments (15 pages' paper presented in the class within 20 minutes' presentation).

Term exam is multiple choice test of 30 questions. It brings 60% to the final grade.

Individual assignment brings 30% to the final grade. It is done separately for paper content and paper's presentation.

Estimation scale /100 %/: 51% to pass with Satisfactory /3/; 61 – 70 % - Good /4/; 71 – 80% - Very Good /5/; up 81% - Excellent /6/.

Prerequisite:

No

BUSINESS MANAGEMENT, ECTS 6

BACHELOR 60 hours lectures

Annotation:

1. The course „Business management“ is taught to students enrolled in “Business economics taught in English“ degree programme for “bachelors” EQD, as of 2015-2016 academic year.

Content description:

It encompasses elements, structures and processes in the management of business organizations (firms). Students receive systematic scientific knowledge in corporate management, necessary for their professional mental programming. It tracks the evolution of management theory. Current approaches and theoretical issues of current management theory are presented, too. Extensive classification of managerial functions is given and functions' scope is determined. Firm's objectives and criteria of efficiency are dwelled on here. Classic and modern organizational designs are described. Three groups of management methods are illustrated: an administrative one, an economic one and a socio-psychological one. Generic management processes are followed: formation of managerial impacts, managerial decision-making, solving of problems and conflicts, implementation of organizational communications and change management.

Language of instruction: English.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, involvement individual/ team activities, attendance, a course paper /min 12 – max 15 pages./

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course paper forms about 40% of the total score

Prerequisite:

Economics of the firm, Management basics

BUSINESS PROCESSES, ECTS 4

BACHELOR

45 hours lectures

Annotation:

The course Business Processes on acquiring knowledge about processes in the business organization, their management, the use of information systems for the management of these processes and from there the whole organization. The main subject of the discipline is the management of business processes, the different methods, principles, techniques and tools to support the management of the whole business organization. It affects the use of software systems for business process management as a competitive advantage and increasing the efficiency of business organizations.

The course provides an opportunity for acquiring up-to-date and practical skills for the students in their professional realization, which are obligatory in the fast developing competitive business environment.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, course paper /max 20-25 pages./

For full time students the final grade is formed as follows:

$$\mathbf{FG = 60\% * WE + 20\% * GBSC + 20\% * IA,}$$

where:

FG = Final Grade;

WE = Written Exam;

GBSC = Grade Based on Semester Control;

IA = Individual Activity.

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course paper forms about 20% of the total score

Prerequisite:

Business Process Management course

INNOVATIONS AND INVESTMENTS IN BUSINESS, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The course aims at bringing interdisciplinary knowledge to students in the field of innovation and investment management. Since many projects and initiatives in business organizations have been related to investment and innovation, both fields are interconnected and their link and common understanding is essential. In addition, innovation management always include investment knowledge and vice versa, investments are usually connected to implementation of some kind of innovation. The course includes some basics of investments in business such as measurement technics, capital budgeting and writing investment proposals and also some basics of innovation management such as practicing innovation mix: developing innovation strategy, simulating innovation process, and discussing innovation models.

The course provides students with the knowledge of:

- Creating and managing innovation projects
- Making budgets for investment projects
- Innovation management theory
- Building innovation strategy and innovation process
- Performing cost-benefit analysis

The course will help students acquire skills such as:

- Investment assessments
- Innovation management

Evaluation:

The course assessment consists of several components: a Mid-Term Exam; an ongoing assessment and an individual assignments based on a course work.

Prerequisite:

No prerequisites.

DIGITAL BUSINESS, ECTS 4

BACHELOR

45 hours lectures

The academic course „Digital Business“ includes fundamental and applied knowledge in the field of digital business and E-commerce marketing. Focuses on the mechanisms of influence of internet and Web in doing digital business as well as E-commerce marketing. The course aims at forming knowledge in doing business on Internet with main concentration on E-commerce marketing. Some important topics of the course are: Introduction to E-Commerce, E-commerce Business Strategies, E-commerce Marketing and Advertising, Online Media, Online Communities, B2B E-commerce etc.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, and course paper /max 20-25 pages./

Estimation scale /100 %/: 100-80%– Excellent /6/, 79-70% - Very Good /5/; 69-60%- Good /4/; 59-50% - Satisfactory /3/, Below 50%- Poor/2/

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course paper forms about 40% of the total score

Prerequisite:

Basic Marketing Course

MARKETING RESEARCHES, ECTS 4

BACHELOR 45 hours lectures

Annotation

The basic aim of the course is to provide basic knowledge about the processes, methods and tools to study the behavior of market participants, including the implementation of consumers and competitors. It focuses on the main directions of conducting marketing research as students get acquainted with the latest achievements in this field and best practices in leading companies from developed countries.

The purpose of training students is adapted to acquire and specified knowledge and skills for designing, implementing, analyzing and evaluating the information gathered by market research company.

Specific knowledge of the course and acquired skills in various forms of assessment of students, and are entirely in the context of competitiveness of companies and more accurately - providing a sustainable competitive advantage by competitive products.

Evaluation

The course assessment consists of several components. For full time students the final grade is formed as combination of: Term Exam; Ongoing assessment (lectures attendance and in-class participation) and Individual assignments (15 pages' paper presented in the class within 20 minutes' presentation).

Term exam is multiple choice test of 20 questions. It brings 50% to the final grade.

Individual assignment brings 40% to the final grade. It is done separately for paper content and paper's presentation.

Estimation scale /100 %/: 51% to pass with Satisfactory /3/; 61 – 70 % - Good /4/; 71 – 80% - Very Good /5/; up 81% - Excellent /6/.

Prerequisite:

Basics of Marketing, Basics of statistics.

MARKETING ORGANIZATION, ECTS 4

BACHELOR

45 hours lectures

Annotation

The basic aim of the course is to provide mostly practical knowledge about the scope and content of the marketing process and to state the usage of marketing approach to the business management of the company.

The purpose of training students is adapted to acquire and specified knowledge and skills needed for future employment-related analyzes, evaluations and improve the marketing organization within the management process in business enterprises.

Conducting practical education is a prerequisite for understanding the real activities within the marketing process; division of different marketing task; comparing the digest in the learning process with the actual state of Bulgarian law

Evaluation

The course assessment consists of several components. For full time students the final grade is formed as combination of: Term Exam; Ongoing assessment (lectures attendance and in-class participation) and Individual assignments (15 pages' paper presented in the class within 20 minutes' presentation).

Term exam is multiple choice test of 20 questions. It brings 50% to the final grade.

Individual assignment brings 40% to the final grade. It is done separately for paper content and paper's presentation.

Estimation scale /100 %/: 51% to pass with Satisfactory /3/; 61 – 70 % - Good /4/; 71 – 80% - Very Good /5/; up 81% - Excellent /6/.

Prerequisite:

Basics of Marketing, Marketing management.

RESOURCE MANAGEMENT, ECTS 6

BACHELOR

60 hours lectures

Annotation:

The academic course „Resource Management“ is dedicated students to learn that this type of management is powerful tool for policy analysis and formulation, and has considerable potential in natural resource policy and programme development. The students will learn the approach for understanding a management system, and changes in it, by identifying key actors or stakeholders and assessing their respective interests in that system.

The course covers the knowledge of cross-cutting systems and stakeholder interests in resource management. Natural or physical systems, such as aquifers and watersheds, are frequently central to natural resource or environmental problems but cut across social, economic, administrative and political units. Such problems are likely to bear on a large number of different stakeholders - individuals, communities, commercial bodies and government departments at local, regional and national levels - with different agendas and sets of interest. The students will gain knowledge for the classification of Trade-offs and Conflicts at different levels and to apply in practice methods of Joint management (co-management), Adaptive management and Integrated management.

The course is dedicated to the idea of the comprehensive knowledge process, incorporated in management and management systems.

Evaluation:

The evaluation

method is based on complex final estimation, comprising the results of: semester examination, involvement, attendance, control, course paper /max 20-25 pages./

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of an open question test including theoretical questions and assignments.

The estimation of the course paper forms about 15% of the total score

Prerequisite:

Basic management course

MANAGEMENT OF SMALL AND MEDIUM ENTERPRISES, ECTS 4

BACHELOR

30 hours lectures

Annotation:

The academic course „Management of small and medium enterprises” gives basic theoretical knowledge in management of small and medium enterprises. The course covers definition, characteristics, barriers and opportunities of SMEs and family business. The focus is set on the, strategic management in SMEs and the strategic management process. The course includes lectures dedicated to entrepreneurship and SMEs – definition, characteristic, qualities of the entrepreneur, such as entrepreneurship process. Some issues as Sustainable Development and SMEs, SMEs and leadership, organizational consulting in SMEs, best practices and winning strategies in SMEs, bad practice leading to SMEs failure, innovation and SMEs, small business management in different economic sectors are included in the course program.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of semester examination, involvement, attendance, control, presentation.

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a theoretical questions and tasks.

The estimation of the presentation forms about 30 % of the total score.

Prerequisite:

Basic course in Management

ORGANIZATIONAL CULTURE, ECTS 6

BACHELOR

45 hours lectures

Annotation:

1. The course „Organizational culture“ is taught to students enrolled in “Business economics taught in English“ degree programme for “bachelors” EQD, as of 2015-2016 academic year.

2. Content description:

Its purpose is to broaden and deepen students' knowledge and skills in the field of socio-psychological methods for management in the organization that represent an integral part of the arsenal, used by successful business leaders. Clarifying the essence of firm culture is achieved through consistent application of content, functional and problematic approach. On this basis important definitions of organization culture are justified. Different concepts of organization culture are presented, i.e. levels, models and important typologies. Ways of studying the dominant organization culture and mechanisms for its emergence and change are reviewed. Also key aspects of organization culture are described, predetermining the survival and / or the successful development of the entity as a whole and in particular of personnel groups such as vision, mission and creed, social responsibility, business etiquette, relations "manager-subordinate" and relations among colleagues.

3. Language of instruction: English.

Evaluation:

The evaluation method is based on complex final estimation, comprising the results of: semester examination, personal involvement tasks, attendance, a course paper /min 12 – max 15 pages./

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course paper forms about 50% of the total score

Prerequisite:

Business Management

HUMAN RESOURCE MANAGEMENT, ECTS 6

BACHELOR 60 hours lectures

Annotation:

The purpose of the course is to provide systematic knowledge of human resource management as the most important “capital” of the business organization. The objectives of the course is to develop an understanding of the role of the human resources (HR) function in an organization, to disclose the personal, organizational and societal objectives of HRM. The course helps students to identify the versatile functions of HRM like human resource planning, job analysis, staffing, orientation, training and development, performance appraisal, career planning, compensation, benefits, labor relations, and record keeping. In this basis is better understood the role of HR within the functioning of the organizations which differ in size, sectoral activity. In the light of new challenges, there are indications that human resource people will play an increasingly important role in an organization’s long-range planning and policy-making activities.

Evaluation: The course assessment consists of several components, comprising the results of: semester examination, participation, attendance, control, course project /max 12-16 pages./

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in written form in the form of a test including theoretical questions and assignments.

The estimation of the course project forms about 25% of the total score.

ECOLOGY AND SUSTAINABLE DEVELOPMENT, ECTS 5

BACHELOR

60 hours lectures

Annotation:

The academic course "Ecology and Sustainable Development" provides knowledge of an interdisciplinary approach for the study of the problems of environmentally sustainable socio-economic development. Environment is seen as a methodological approach, interpreted by economic means. On this basis, are disclosed the links in the "economy-environment" system and the principles for sustainable use of natural resources. Are depicted the approaches, mechanisms and tools for building a sustainable economy and society. Is revealed the role of international organizations and institutions, the business community and NGOs to move towards a sustainable society.

Evaluation: The course assessment consists of several components, comprising the results of: semester examination, participation, attendance, control, course project /max 10-15 pages./

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course project forms about 20% of the total score.

SUSTAINABLE DEVELOPMENT, ECTS 4

BACHELOR 45 hours lectures

Annotation:

The purpose of the course is to provide systematic knowledge and concrete specific practical skills needed to shape environmental and economic thinking and behavior of students. The objectives of the course are to develop an understanding of the essence of Sustainable Development, to disclose its historical development and main principles, to reveal the methods for measuring the progress towards achieving the goals of SD. The course allows students to identify the classification and principles of sustainable consumption of natural resources, to understand command-control, economic and voluntary mechanisms which help the move towards a sustainable society. The discipline allows to respond to topical issues related to enhancing the importance of environmental issues in economic development, globalization and sustainable development and modern eco-economic practices.

Evaluation: The course assessment consists of several components, comprising the results of: semester examination, participation, attendance, control, course project /max 15-20 pages./

Estimation scale /100 %/: minimum 59 % to pass, i.e. Satisfactory /3/; 65-70 % - Good /4/; 71-81 % - Very Good /5/; 86 % and over – Excellent /6/

The semester exam is in writing in the form of a test including theoretical questions and assignments.

The estimation of the course project forms about 25% of the total score.

FACILITY MANAGEMENT, ECTS 4

BACHELOR

45 hours lectures

Annotation:

The main purpose of the discipline is to give basic knowledge about facility management - a new scientific discipline and prosperous business. In a logical sequence, the discipline clarifies the conceptual model and the level of interaction of facility management. The process approach defined as fundamental to its implementation. Discussed are horizontal levels of FM processes, types and content of FM processes at the strategic level processes FM and FM tactical level processes at the operational level. Based on the life cycle of the building described the algorithm of its FM. Clarified the essence and basic concepts of energy efficiency, macroeconomic framework of its management and tasks of FM in the field of energy efficiency. Significant place is devoted to the quality and benchmarking in FM. Presented is the software of FM. As a result, students acquire knowledge and skills on how with the help of FM organizations are able to concentrate on their core business, to improve and be competitive.

Evaluation:

The course assessment consists of several components. For full time students the final grade is formed as follows:

$FG = 0.5 \times MTE + 0.3 \times OA + 0.2 \times IA$, where:

FG	=	Final Grade;
MTE	=	Mid-Term Exam;
OA	=	Ongoing assessment;
IA	=	Individual assignments.

Prerequisite:

Basic Management course

EUROPEAN UNION LAW, ECTS 8

BACHELOR

45 hours lectures, 30 hours seminars

Annotation:

The course provides fundamental knowledge about the legal system of the European Union. It is designed to introduce the students to the basics of the EU law. The course includes study of the historical development of the EU and of the major principles and the sources of the EU law. It focuses on the competences of the Union and its institutional framework. The powers of the institutions and the procedures are central part of the studies. Students will be also acquainted to the court system and to the proceedings before the Court of Justice of the EU. The EU citizenship and the Charter of the Fundamental Rights will be discussed. In addition the course material includes two of the most important parts of the substantive law of the EU, namely the internal market and the competition.

Evaluation:

The course valuation consists of several components. The final grade is formed by the scores from the midterm exam, the grade of individual course work and the score of the final exam. The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. Converted to the ECTS the grading scale is as follows:
Excellent /6/ (A), Very Good /5/ (B), Good /4/ (C), Average /3/ (D), (E), Poor /2/ (F)

Prerequisite:

Basics of Law, European Integration

INTERNATIONAL TRADE LAW, ECTS 4

MASTER

60 hours lectures

Annotation:

The course covers the fundamentals of the International Trade Law. Basic concepts and principles of international regulations in trade are explained. The course content includes study of the sources and of the principles of International Trade Law. It also covers the organizational structure and competences of major international governmental organizations and some forms of intergovernmental cooperation in international trade. The study material includes also study of the regulations of international business transactions, such as of international sale of goods as well as regulations of international transportation of goods. Dispute resolution in international trade is also part of the material.

Evaluation:

The course valuation consists of several components. The final grade is formed by the scores from the midterm exam, the grade of individual course work and the score of the final exam.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. Converted to the ECTS the grading scale is as follows:

Excellent /6/ (A), Very Good /5/ (B), Good /4/ (C), Average /3/ (D), (E), Poor /2/ (F)

Prerequisite:

Basics of Law, International Law

ERASMUS COURSE CATALOGUE

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Co-funded by the
Erasmus+ Programme
of the European Union



This Course Catalogue is published with the support of the Erasmus+ programme of the European Union.

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