

**Lifelong Learning
Erasmus
University of Ruse**



**Faculty
of Business and Management**

UNIVERSITY OF RUSE
FACULTY
OF BUSINESS AND MANAGEMENT

Erasmus ECTS
Information Package

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GENERAL INTRODUCTION

THE ECTS SYSTEM

The Information Package provides a description of the University of Ruse, of the Faculty of Business and Management and the courses offered by the Faculty in order to help prospective ECTS students to prepare their study period at this institution.

What is ECTS?

ECTS, **The European Community Course Credit Transfer System**, was developed by the Commission of the European Communities in order to provide common procedures to guarantee academic recognition of studies abroad. It provides a way of measuring and comparing learning achievements and transferring them from one institution to another. The European Commission promotes the system and the international cooperation between universities as a means of improving the quality of education bringing benefits both to students and higher education itself. In this respect, student exchange is the basic element in university cooperation. Recognition of education and diplomas is the necessary condition for establishing an open European higher education space where students and lecturers can “move” with no restriction.

ECTS provides **transparency** through the following means:

- **ECTS credits** which are a numerical value allocated to course units to describe the student workload required to complete them;
- **The Information Package** which supplies written information to students and staff on institutions, departments/faculties, the organization and structure of studies and course units;
- **The Transcript of Records** which shows students' learning achievements in a way which is comprehensive, commonly understood and easily transferable from one institution to another;
- **The Learning Agreement** covering the programme of study to be taken and the ECTS credits to be awarded for their satisfactory completion, committing both home and host institutions, as well as the student.

The ECTS Credits

ECTS credits are allocated units to describe the **student workload** required to complete them. They reflect the **quantity** of work each course requires **in relation to** the total quantity of work required to complete a full year of academic study at the institution, i.e. lectures, practical work, seminars, self-study –in a library or at home- and exams or other assessment activities. ECTS credits express a **relative value**.

In ECTS, **60 credits** represent the workload of a year of study; normally **30 credits** are given for a semester and **20 credits** for a term. It is important that no special courses are set up for ECTS purposes, but that all ECTS courses are mainstream courses of the participating institutions, as followed by the home students under normal regulations.

Credits are awarded only when the course has been completed and all required examinations or other assessment activities have been successfully passed. Detailed information about disciplines (short description of course contents, teaching methods, types of assessment, etc.) is given in the information package of each degree programme.

ECTS Students

Students participating in ECTS receive full credit for all academic work successfully carried out at any of the ECTS partner institutions. These credits are transferred to the home university and fully replace the annual/semester workload including exams and other forms of assessment. In this way students can study abroad for a certain period of time and when they come back, they are able to continue their education without any loss of semesters and exams. Some students may also decide to graduate from the host university, and permission for that is given by the academic authorities based upon the student's transcript of credit points and his/her performance at the home university.

DATA ABOUT BULGARIA

The Republic of Bulgaria is a country situated in South-East Europe. In the north it borders the Republic of Romania, in the east it ranges to the Black Sea, in the south it neighbours the Republic of Turkey and the Republic of Greece, and in the west it borders (Former Yugoslavian) Republic of Macedonia and Republic of Serbia.

Area: 110,993.6 sq km

Population: 7,262, 675

Capital city: Sofia

Official language: Bulgarian

Alphabet: Cyrillic

Religion: There is freedom of religious confessions. Traditional religion in the Republic of Bulgaria is Eastern Orthodox Christianity

National holiday: March 3, the Day of the Liberation of Bulgaria from Ottoman domination (1878)

Public (non-working) holidays:

3 March – Liberation Day (national holiday)

1 January – New Year

Easter (Resurrection of Christ) – two days (Easter Sunday and Easter Monday)

1 May – Labour Day (the Day of International Working Class Solidarity)

6 May - Day of Bravery and Bulgarian Army, Gergyovden (St. George's Day)

24 May – Day of Bulgarian Education and Culture, and of the Slavonic Alphabet

6 September - Unification Day

22 September - Independence Day

1 November – Day of the National Revival Leaders

24 December – Christmas Eve

25 and 26 December - Christmas

Monetary unit: the Bulgarian Lev

Administrative division: 28 regions, named after their respective regional centres

State system: a parliamentary republic with a one-chamber parliament (National Assembly), consisting of 240 national representatives, elected for a four-year term of service. The head of state of the republic is the President, elected for a five-year term of service. The Council of Ministers is the main body of executive power.

Climate: moderate continental with Black Sea influence in the east and Mediterranean in the south

Waters: rivers (main rivers are the Danube, Maritsa, Mesta, Strouma, Iskar, and Yantra); warm and cold mineral springs (more than 600)

Transport: railway, automobile, air and water

International automobile sign: BG

International telephone code: +359

International telephone code for Ruse: +359 82

Official Symbols of Bulgaria

The national flag of the Republic of Bulgaria is in three colours: white, green and red bands, following horizontally from top to bottom.



A legend associates the origin of these three colours with the colour symbols of the Old Bulgarian Army. Its left wing was set apart by white strips on the spears, the right one by red, while arranged in the centre were the elite troops with a green strip, the traditional colour of the ruler. The three-colour flag had first been used by the First Bulgarian Legion of Georgi Rakovski (1861). By force of the Turnovo Constitution (1879), the three-colour flag - white, green and red, was confirmed as Bulgaria's national flag.

The coat-of-arms of the Republic of Bulgaria is a rampant gold crowned lion against a dark-red background in the form of a shield. Above the shield there is a big crown, whose original shape was that of the crowns of medieval Bulgarian rulers, with five crosses and one other cross, separately, over the crown itself. The shield is supported by two golden crowned rampant lions, facing the shield from the left and right heraldic side. They are standing on two crossed oak tree twigs with acorns. Inscribed in golden letters onto a white strip with a three-colour edging, placed under the shield across the ends of the oak twigs, is ***Union is Strength***.



The Bulgarian Landmarks in the UNESCO List of the World Natural and Cultural Heritage

Kazanluk Tomb

A Thracian tomb, dated to the late 4th-early 3rd century B.C. The murals in the burial chamber and in the corridor are of exclusive artistic value. The tomb is located in the Tyulbeto Hill near the town of Kazanluk.

Ivanovo Rock Churches

A rock monastery compound of the Holy Archangel Michael, with partially preserved churches. The murals in the Church of the Holy Virgin have been described as some of the most significant achievements of 14th century Bulgarian medieval art. The churches are located about 20 km away from the city of Ruse, east of the village of Ivanovo, in the rocks of the Rusenski Lom Nature Park.

Boyana Church

It has unique murals from 1259, considered among the masterpieces of medieval European painting. It is at a distance of about 8 km from the centre of the city of Sofia (in the Boyana residential district), in the foothills of Mount Vitosha.

Madara Horseman

A rock relief, cut into the Madara rocks on the northern slope of the Provadiisko Plateau at a height of 23 m. This is the most significant monumental piece of art from the early Middle Ages, unique of its kind in European cultural history. It is close to the village of Madara, about 16 km away from the city of Shumen.

Rila Monastery

The most impressive monastery compound in Bulgaria of exceptional architectural and artistic merits. Founded in the 10th century, rebuilt in the 13th-14th century, a literary centre in the 15th century and completed in its present-day striking appearance during the 19th century. A spiritual centre of the Bulgarian people, it is located in the northwest part of the Rila Mountain, about 20 km from the town of Rila and about 120 km from Sofia.

Nessebur, the old part of the town

An architectural, historical and archaeological reserve at the Black Sea coast with valuable archaeological relics from different periods, original churches from the 5th to the 17th century and authentic National Revival Period houses.

Sveshtari Tomb

A Thracian tomb from the first half of the 3rd century B.C. The central burial chamber has exceptionally lavish decoration and impressive caryatides in high relief. It is located close to the village of Sveshtari, 7 km northwest of the town of Isperih.

Sreburna Reserve

A biosphere reserve in the valley of the Danube, including the Sreburna Lake and its surroundings. It has been established for the preservation of rare plant and animal species. It is 16 km west of the town of Silistra.

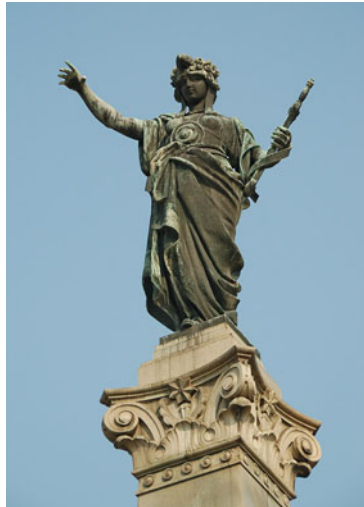
Pirin National Park

It is part of the scenic Pirin Mountain. Located in the high parts of the Northern Mount Pirin, it is characterized by a specific relief and an inimitable plant and animal world. It also incorporates the Bayuvi Dupki - Dzhindzhiritsa Biosphere Reserve and the Yulen Reserve.

**INFORMATION
ON
THE CITY
AND
THE UNIVERSITY**

THE CITY OF RUSE

Welcome to Ruse



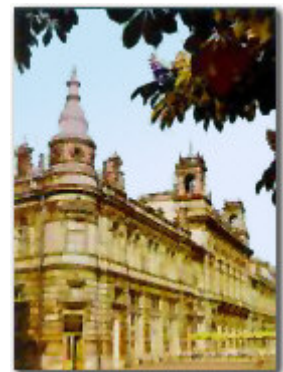
**" ... All that I experienced afterwards had already been in Roustchouk"
*Elias Canetti***



Ruse is the biggest Bulgarian port town on the bank of the river Danube. After the opening of the Rhein - Main - Danube canal which covers 3,500 km and connects thirteen European countries with the Near and Far East via the Black Sea, the river becomes the longest inland waterway on the planet.



This key position has determined the nineteen century long co-existence of town, river, and people, carrying the unique atmosphere of history as a precious heritage, and of future as an open road full of promises. The Romans were the first to build the fort which they called Sexaginta Prista (the port of sixty ships). Then came others, from Europe, leaving their indelible imprint in this intersection of material and spiritual culture, followed by the imbued with the zeal of drive and enterprise Bulgarians, who gradually turned the place into a centre of the Bulgarian national revival. The very name Ruse became a synonym of economic growth and cultural rebirth.





The nineteenth century saw here the opening of the first Bulgarian printing house, the first model farm, the first Bulgarian railroad connecting Ruse with Varna, the first Bulgarian weather service, the first technical school and technical society, the first professional teachers'

club, the first insurance agency, the first chamber of commerce and industry, the first inland navigation service on the Danube, the first teletel, the first moving picture show, the first Bulgarian newspaper, the first geography map.



New industries sprang up, banks and trade agencies were founded and European shipping agencies, as well as 17 foreign consulates were established. A large number of Bulgarian, Austrian, Italian, and Swiss men of arts created the wealth of architectural forms and styles characteristic of the period in Europe: Neoclassicism, Neo-baroque, Neo-gothic style, Art Nouveau, and Fin du siecle.

The town hosted a vast variety of multinational ethnic groups, which the Nobel writer Elias Canetti defined as a microcosmos of two dozen nationalities. French, German, Italian, Jewish, Armenian, Turkish, and other schools, boarding houses and churches, reading clubs, theatres and music halls, museums and bookshops, opened their doors to help diversify the cultural life of the city in its steady march towards enlightenment. In this completed picture of social life, today the town is still rediscovering its true face, spanning a bridge across cultures in the new context of integrated Europe.



THE UNIVERSITY OF RUSE



On **12 November 1945** the first out-of-capital higher education institution was founded in Ruse. Its three departments were specialized in Engineering for the purposes of the agricultural sector. On **13 June 1966**, as a result of its intensive growth, the Minister of Education issued an Order No. 2583 to set up a Higher Institute of Mechanical Engineering, Mechanization and Electrification of Agriculture. On **9 April 1981**, due to the widened scope of its engineering provision, including the sectors of transport, electronics and computing, it was transformed into 'Angel Kanchev' Technical University by a Decree No. 584 of the Council of Ministers. On **1 August 1995** a Decision of the National Assembly was made to establish "Angel Kanchev" University of Ruse, thus recognizing its academic expertise not only in the engineering fields, but also in natural sciences, education, law, public health and healthcare, business and management, which were introduced as a response to the societal changes.

Its mission and goals are based on commitments for:

Quality assurance of all its degree programmes

Excellence in fundamental and applied research

Internationalization of staff and student communities

National leadership in the European Union exchange programmes

Constant widening of lifelong learning opportunities

Building successful lives and careers for students and graduates

Proactive and reactive approach to societal needs and business demands

Attractive and creative environment for personal development

ACADEMIC CALENDAR

The academic year at the University of Ruse starts in September and is divided into two semesters – Fall and Spring. Each semester consists of:

- 15 weeks of classes;
- 4 weeks of regular examination session;
- 1 week for supplementary examination and 1 vacation week after the fall semester;
- Summer holidays (4-8 weeks) start after the end of the examination session and last till the beginning of the new academic year or till the beginning of the annual supplementary examination session in September for those students who have to resit exams left from the previous year.

The organisation of the training process is realised in the framework of the *Academic Calendar*, which is adopted each year by a resolution of the University's Academic Council.



BUSINESS CARD of the University of Ruse (UR)

Name of higher education institution	“Angel Kanchev” University of Ruse
Type of higher education institution	State University
Location and address	8, Studentska Street, Ruse 7017, Bulgaria



Rector **Prof. Hristo Beloev, MEng, PhD**

Number of students for the academic year 2008-09: **9200**

Number of international students: **487** from **17** countries

Number of PhD students for the period 2000-2008: **270**

Full-time personnel: **709**

of which faculty **450**

full and associate professors **203**

Number of degree programmes offered:

41 in **6** of the **10** major fields of study (education, humanities, economics and management, mathematics and natural sciences, health care, engineering and technology)

The University of Ruse is the only university in the present and former Ruse region (with a population of approximately 1 million), which complies with the international index “one higher education institution per one million people”.

The University of Ruse ranks 13th among the largest higher education institutions comparing indexes, such as: number of state-approved vacancies for admission, overall number of students, number of doctoral study students, size of state subsidy, applicants versus approved vacancies ratio, etc.

The University of Ruse is the only Bulgarian higher education institution, which is a regular member of the European Association of the Universities from the Danube Countries.

The University of Ruse was accredited on 26th January 2006 by the National Evaluation and Accreditation Agency for a six-year period with the highest grade – “very good”.

International collaboration and admission of foreign students

International collaboration

The University of Ruse develops its international cooperation through:

- Participation in the scientific EC programmes NATO, SIXTH and SEVENTH FRAMEWORK PROGRAMMES, PHARE
- Participation in the academic programmes CEEPUS, ERASMUS, LEONARDO DA VINCI, COMENIUS
- Participation in bilateral collaboration with traditional and new partners

The University of Ruse is one of the first Bulgarian universities which got involved in the ERASMUS programme. There are 80 Bilateral agreements signed with 24 European countries. At least 70 undergraduate, post-graduate and PhD-students are annually involved in all EU exchange programmes. The University of Ruse is the only university in Bulgaria which coordinates three thematic networks of about 70 participants each. It has contributed to the establishment of the first cross-border higher education centre in SEE – Bulgarian-Romanian Interuniversity Europe Centre (BRIE), which has been accredited in Germany and in Romania.

Admission of foreign students

Terms of study:

- **For a Bachelor's degree** - 4 years;
- **For a Master's degree** – 1 or 1,5 years following a Bachelor's degree programme;
- **For a Doctoral degree** – a minimum of 3 years

Degree programmes at the University of Ruse

Faculty of Agricultural and Industrial Engineering:

- Agricultural Machinery and Technologies
- Ecology and Environmental Protection
- Industrial Design
- Hydraulic and Pneumatic Equipment
- Agricultural Engineering
- Equipment Maintenance and Management

Faculty of Mechanical and Manufacturing Engineering:

- Machine Building Equipment and Technologies
- Computer-aided Design in Manufacturing Engineering
- Industrial Engineering
- Materials Science and Engineering

Faculty of Electrical Engineering, Electronic and Automation:

- Electrical Power Engineering
- Electronics
- Automatics, Information and Control Engineering
- Computer Systems and Technologies
- Communications and Communications Technologies

Faculty of Transport Engineering:

- Transport Engineering

- Transportation Technologies and Management

Faculty of Natural Sciences and Education:

- Mathematics and Informatics
- Informatics and Information Technologies
- Bulgarian Language and History
- Pre-school and Primary School Education
- Primary School Education and a Foreign Language

Faculty of Business and Management:

- Marketing
- International Economic Relations
- European Studies
- Business Administration
- Industrial Management

Bulgarian-Romanian Interuniversity Europe Centre (BRIE):

- European Studies (in German and English)
- European Public Administration (in English)

Faculty of Law:

- Law

Public Health and Health Care:

- Kinesitherapy
- Occupational Therapy

Silistra Branch:

- Bulgarian Language and Foreign Language
- Physics and Informatics
- Transportation Technologies and Management
- Electrical Power Engineering
- Automatics, Information and Control Engineering

Razgrad Branch:

- Biotechnologies
- Chemical Technologies
- Food Processing Technologies.

Other University Units and Services

- Quality of Education and Accreditation Directorate
- Public Relations Directorate
- Foreign Students Directorate
- Student Admissions and University Registrar
- Scientific Research Sector
- University Computing and Information Services Center (UCISC)
- Center for Distance Learning
- Center for European Integration, International Cooperation and Mobility
- Center for Continuing Education
- Center for Career Development
- University Library

The language of instruction for students in Bachelor and Master Degrees is Bulgarian.

For international students, who wish to study at the University of Ruse under the ERASMUS programme, selected courses are offered in English. The list of these courses can be found on the university WEB site.

Application Procedures

General Conditions and Documents for Admission of Foreign Students

Foreigners, who hold a higher school diploma, giving them access to universities in the country issuing this diploma, are eligible for admittance into the University of Ruse.

Preparatory Training

During the first year of their studies foreign students study Bulgarian in a 10-month intensive course. The course is organised by the Foreign Students Department.

Tuition Fees

Foreign citizens, studying at RU, pay tuition fees. The fees are paid in two installments: at the beginning of the academic year and at the beginning of the second (Spring) semester.

For sending applications and for more detailed information foreign applicants can address:

Foreign Students Department

University of Ruse
8 Studentska Street
7017 Ruse
Bulgaria

tel: +359 82 888 281

e-mail: chs@ru.acad.bg

Conditions and documents for admission of foreign students under Programmes of the European Union

Application, admission and forms of training of foreign students under different programmes of the European Union are settled in compliance with the individual bilateral or international agreements. For sending application forms under ERASMUS and for more detailed information foreign applicants can address the Centre for European Integration and International Cooperation:

Centre for European Integration, International Cooperation and Mobility

University of Ruse
8 Studentska Str.

Ruse 7017

Bulgaria

tel/fax: +359 82 888 650

e-mail: cicm@ru.acad.bg

The Application form can be obtained at:

<http://cicm.ru.acad.bg/>

General Information

Visa Requirements

According to the Law for Foreigners' Stay in the Republic of Bulgaria, each foreigner may enter the country with a valid passport (or other ID document) and an entry visa for Bulgaria. Entry visas are issued in all Embassies or Consulates of Bulgaria abroad. *No visas are required* for citizens of the countries of the European Union and of a number of other countries as well. On arrival in Bulgaria every foreigner, if not accommodated in a hotel, should, within 24 hours, register his/her address with the Passport Service for Foreigners. Foreigners who are admitted as students at the University of Ruse should present their

documents for admission issued by the University. This will allow them to get permission for longer stay in the country after their entry visas expire.

Traveling to Ruse



The distance from Ruse to Sofia (the capital of Bulgaria) is 315 km.

The distance from Ruse to Bucharest (the capital of Romania) is 60 km.

Travel to both capitals is by train and by bus.

There are also provisions for quick and easy transport to various parts of the city and other regions of the country.

After arriving at the University you are welcome to contact the office of the Vice Rector for International Relations and European Integration:

Living Expenses

The optimum amount of living expenses is connected with a balanced budget, including subsistence costs, accommodation costs, medical services, public transport, food and public services, tuition costs and other expenses. Minimum living costs are achieved through the use of the refectory and through modest expenses for transport and other public services. Under these conditions, the average living expenses amount to 150 – 250 Euro per month.

Accommodation and on-campus facilities

Accommodation can be found in several sectors:

In one of the many hotels in Ruse. The approximate price for a single room is about 40 – 80 Euro per night.

In one of the cheaper hotels. Offering less comfort, or in single rooms in hotel chains at prices about 15–25 Euro per night.

Renting a flat. The rent for such a flat (1 to 3 rooms) varies from 60 to 250 Euro per month depending on the degree of comfort, furniture and location. Rents exclude expenses for electricity, hot water, central heating and telephone, which may cost about 50–100 Euro per month.

The University of Ruse offers very good on-campus accommodation for 2400 students at rents of about 35 Euro per month. There are eight student hostels, two of which are for families.

The University of Ruse on-campus facilities offer excellent opportunities for study, research, recreation and sport. The student hostels, the refectory, the medical centre, the post office, the sports facilities and the student culture club are all situated on the campus, which is surrounded by green parkland and is within easy reach of the city parks, the river Danube and the city centre.



The University of Ruse offers on-campus sports facilities for volleyball, basketball, table tennis, bodybuilding, football, field and track events and other sports. The sports teams and clubs for football, athletics, volleyball, basketball, handball, aerobics and calisthenics are the responsibility of qualified teachers, which explains why they often win first prizes at various competitions.

There is a variety of amateur clubs, forming the Student Cultural Club Society, which was established in 1954. Examples are the Folk Dance Society, the Artists Club, the Pantomime Studio, the Drama Society, the Photographer's club, the Literature Club, the Modern Dance Society, and the folk dance theatre. Their guidance is entrusted to distinguished performers, artists and musicians.



The Tourist Society ACADEMIC unites a variety of clubs: for mountain climbing, water sports, skiing, cycling, rock climbing, mountaineering, speleology and cross-country walking. They attract large numbers of students, faculty members and administrative staff, who can take holidays in the university resort centres on the Black Sea coast, in the Balkan mountains, or along the bank of the Danube.

Medical Services and Insurance

There are many clinics, hospitals and private medical offices where you may ask for qualified medical help paying cash at quite reasonable rates. You may also get medical insurance in one of the numerous insurance companies in Bulgaria.

Other Useful Information

Public Transport: Trams, buses and trolley buses are the main public transport in Bulgaria. Tickets are sold at bus stations (bus stops), at newspaper stands or in some cases by drivers. Tickets should be perforated in the vehicle. There are also season travel cards for one day, one week or one month. The price of the ticket for public transport is 1.00 Lv. (about 0.50 Euro).

Taxi: There are many taxis in Ruse, provided mostly by private firms. Information about the firm and charge rates (day and night) can be seen on stickers on the front or rear windows of the car. Charge rates for 1 kilometre are between 0.70 and 0.90 Lv. (about 0.35–0.45 Euro).

Money Exchange: Popular currencies in Bulgaria are the USD and EURO. Open hours of the banks are usually between 9.00 a.m. and 4.00 p.m. There are also a lot of foreign exchange offices.

Food Stores. Restaurants: All food stores work usually till 7.00 or 8.00 p.m., but there are also 24-hour open stores and stores that work on Saturdays and Sundays. Most foodstuffs, vegetables and fruit are sold at prices, similar to those in Western Europe. Restaurants offer highly varied prices depending on their category. In some small and inexpensive restaurants the price of a meal is about 10 Euro.

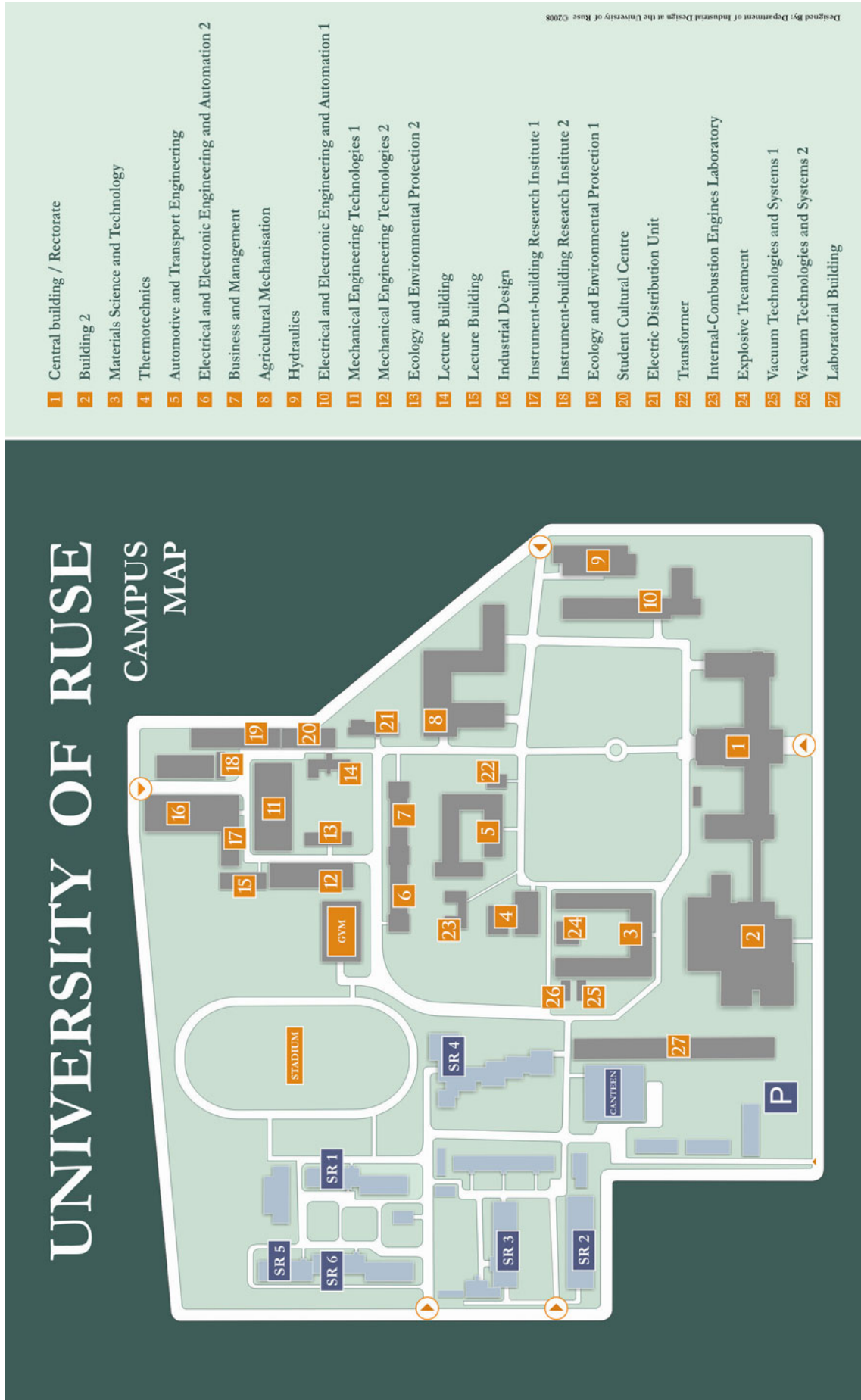
Phone Services: Street phones can be used with a phone card (either "Bulfon" or "Betkom"). Phone cards are available at post offices, stations of the public transport or newsstands. For international calls you may use the above phone cards or phones in post offices. There are 3 large mobile network operators on the territory of Bulgaria and these are M-Tel, GloBul and Vivatel.

Book Shops and Photocopying Services: Copy services, books, textbooks, manuals and other training aids are offered in the University bookshop and stationery shop.

Student Organisations

The Student Council is a body which protects the interests of the students. It is elected by full-time bachelor, master and doctoral students and includes student representatives in the General Assembly of the University. The Student Council at the University of Ruse maintains an information centre, located on the first floor of the Central Building.

Campus Map of the University of Ruse



**INFORMATION
ON
THE FACULTY
OF
BUSINESS
AND
MANAGEMENT**

Faculty of Business and Management (Faculty of BM)

The Faculty of Business and Management was founded on January 18th 1994 following a resolution of the Academic Council of “Angel Kanchev” Higher Technical School, the forerunner of today’s University of Ruse, and is one of its most dynamically developing structural units. The faculty consists of highly qualified teaching staff and modernised teaching and learning facilities. The training and preparation of specialists acquiring the educational degrees of Bachelor, Master and Doctor is carried out on the basis of syllabi and curricula developed in compliance with the National State Requirements for the Republic of Bulgaria and in harmony with European and world standards.

At present the Faculty of BM has four functioning departments:

- The Department of Business and Management
- The Department of Economics
- The Department of European Studies
- The Department of Industrial Management

and 1390 full-time and part-time students in its bachelor and master programmes.

Our Educational Programmes

The length of the bachelor programmes at the Faculty of BM amounts to eight semesters. The education and training of the future specialists involves a number of fundamental and specialized courses in management, economics, law and European integration. Each of the degree courses lays an emphasis on the acquisition of specific and generic competences, creative research methods and tools.

Since its foundation the Faculty of Business and Management has been welcoming international students from the FYR of Macedonia, Romania, Albania, Ukraine, Moldova and Turkey. Since the year 2000 it has attracted the genuine interest of ERASMUS guest-students from partner universities in the Czech Republic and Germany.

Master Programmes within the Faculty of Business and Management:

- Marketing
- Business Administration
- Management of Regional Development
- Industrial Management and Marketing
- European Studies located in the Bulgarian-Romanian Interuniversity Europe Centre (BRIE) and supported by Chemnitz University of Technology and the European University - Viadrina, Germany, and the Academy of Economic Studies, Bucharest, Romania.

The Faculty of Business and Management offers **doctoral programmes** in the following scientific areas:

- 05.02.18 Economics and Management
- 05.02.20 Social Management
- 05.02.21 Organisation and Management of Production

Scientific and research work

The major areas of scientific and research work for the Faculty of BM are:

- Economics
- Finance
- Marketing
- Forecasting and Planning
- Rural Economics
- International Economic Relations
- Strategic Management
- Human Resource Management
- Financial Management;

- Business Administration
- Industrial Management
- European Studies
- Cultural Studies
- International Relations

International Relations

The Faculty of BM has become a highly competitive and well respected centre of knowledge through implementing successful scientific research and educational models, thus integrating Bulgarian traditions in higher education into the contemporary best practices. The scientific and research potential of the faculty is revealed in a number of national and international research and educational projects supported by the Scientific Research Fund of the Ministry of Education and Science, the local Open Society Club, the Civic Education Project Fund, the British Know –How Fund, The Mid-Yorkshire Chamber of Commerce, the University of Central Lancashire, UK, the University of Wolverhampton, UK. Both students and academics highly appreciate the regular exchange of students and teaching staff under the ERASMUS Programme. Every year the Faculty of Business and Management sends for a semester abroad around ten regular students to partner universities in Europe.

At present the Faculty of BM has the following ERASMUS bilateral agreements signed with partner institutions from:

- Belgium – 7 mobilities;
- Germany – 10 mobilities;
- Poland – 3 mobilities;
- Portugal – 2 mobilities;
- Latvia – 2 mobilities.

Education and Training Facilities

The Faculty of Business and Management has at its disposal a well equipped library, modern lecture rooms, two computer labs providing applications and multimedia programmes for students of all degree courses. The faculty library keeps over 45 000 volumes of specialized literature and has been subscribed for 20 periodicals and data base on CDs. In addition, it has on-line connection with other libraries and institutions specialized in the sphere of economics, marketing, management, information systems and business technology, European integration.



ECTS Coordinators

Faculty ECTS Coordinator:

Principal Assistant Prof. Lyudmila Dicheva-Sokolova, MA
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**DEPARTMENTS
IN
THE FACULTY
OF
BUSINESS
AND
MANAGEMENT**

**DEPARTMENT
OF
BUSINESS
AND
MANAGEMENT**

BUSINESS CARD of the Department



Head of Department

Assoc. Prof D-r NIKOLA VASILEV KOTSEV

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The Department's **mission** is to educate students in Business and Administration and prepare hi-quality specialists in the field of administration and social and business organizations management. The offered general and specialized knowledge and skills are related to business and social structures in response to the contemporary business requirements.

Basic tasks:

- enhancement of the general and professional culture of the students,
- promotion of structured and specialized scientific knowledge related to the economic processes, firm management and organizational relations,
- adequate engagement in effective implementation of the newly-acquired business knowledge and skills in the public administration system,
- development of scientific and research activities, thematically orientated to firm management and business modeling,
- preparation of proposals for scientific projects.

The Department:

- has been developing international collaboration with Cornell University – USA, KATHO University College – Belgium, Karel-de-Grote – Belgium, Kansas State University, USA and other international outstanding institutions;
- has established regular contacts with business representatives to develop student creativity and ambitions (annual student scientific conferences, competitions, etc.).



The Department is responsible for the bachelor degree in Business Administration (both full-time and part-time). Some graduates of the Department have won international prizes in scientific competitions in France, Portugal and the United Kingdom.

The **master** degree programs are:

- Business Administration for academic bachelors in Business and Administration (both full-time and part-time);
- Business Administration for professional bachelors in Business and Administration (part-time);
- Business Administration for bachelors from non-economic fields of study (part-time);
- Regional Development Management (both full-time and part-time). This master degree program has been developed together with Cornell University, USA.

The Department uses modern facilities for educational and research work, including web based facilities, beamers and computers with modern applied software, articles, on-line library links, etc.

Some recent scientific-practical achievements of the Department are:

- Founding a Laboratory for Sustainable Regional Development;
- A co-project "Management of Change" in collaboration with the Center for Management and Firm Development – Ruse;
- International project with Cornell University, USA, for the development of Master degree program and Certificate program in Regional Development Management;
- A partnership project PHARE – CBC with Guirgiu Municipality Council, Romania;
- 15 projects, granted by the Scientific Research Fund of the Ministry of Education and Science, etc.



The teaching staff of the department consists on 7 associate professors, 6 principal assistant-professors (5 of them with doctoral degrees), 2 senior assistant professors and 3 guest-lecturers (1 Professor and 2 Associate professors) and 10 PhD students (in 2008).

The educational product the Department offers to students gives them a successful start in their career in: business analysis, consultancy, expertise and management on different levels. The students have good jobs in business structures, public administration, consultancy agencies, specialized agencies, financial institutions, NGOs, etc.

**DEPARTMENT
OF
ECONOMICS**

BUSINESS CARD of the Department

Head of Department

Associate Professor **GEORGI EMILOV VALCHEV, PhD.**

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<http://www.ru.acad.bg/faculties/fbm/economics/index.php>

The Department of Economics was founded in 1994.

The department consists of 15 on-the-payroll lecturers, of whom 7 associate professors, 4 principal assistant professors, 4 assistant professors and 1 administrative secretary.

The department accredited in 2007 was rated „Good“ and had an accreditation status allowing it to train students in the educational qualification degrees „**BACHELOR**“ and „**MASTER**“. The accreditation received is for a term of 6 years. The training capacity is 340 students, 250 of whom are bachelors and 90 – masters. The curricula and syllabi are in line with the existing European and world standards.

The students of the Department of **Economics** have the opportunity to participate in the research activities carried out in the department and thus to acquire additional knowledge and skills in specific fields. All the students have at their disposal the technical equipment and information resources available at the faculty and the whole university.

For the needs of teaching and scientific research the department uses up-to-date training facilities, computer and audio-visual equipment, more than 2000 titles of specialized literature and teaching materials, and around 20 periodicals and database on CD and others, as well as on-line connection to other libraries and institutions in the scientific field of the department and in the field of Economics and Marketing. The department has computer centres providing access to business applications, software for linear and network planning, computer simulation, multimedia, etc., in the fields of Economics, Marketing and Agribusiness.

The research activities of the department include: participation in international projects and projects of the National Science Fund of the Ministry of Education and Science; projects of Open Society Club; preparation of business plans, marketing research and plans, economic evaluations, economic diagnostics, etc. for organizations from agribusiness, the private and the public sector.

The teaching staff of the Department of Economics has established a large network of international contacts with leading universities from Germany, the Benelux countries and Great Britain. The department encourages team work among academics and has established links with well-known professionals of international recognition in their fields.





Training of students is carried out by highly qualified lecturers according to new curricula that correspond to the state educational requirements and the world educational standards of the field.

Students receive solid economic training, knowledge and skills concerning the methodology and the types of marketing; organized markets, the development of marketing strategies and plans for development; the application of up-to-date methods and techniques for marketing research and analysis, the activities of the international stock exchanges, international company collaboration, European economic integration, the fixes of international marketing and others. The graduates of the department acquire the professional qualification „economist“ and can work in organizations from the private and public sector, or as freelancers, experts and consultants.

**DEPARTMENT
OF
EUROPEAN STUDIES**

BUSINESS CARD of the Department

Head of Department

Professor Dr Phil. Vassil Gospodinov Rainov

Tel.: ++359 82 888 813

E-mail: <http://evropeistika.ru.acad.bg>

The Department of European Studies was set up in 1994. A year before that when Bulgaria signed the Europe Agreement for its EU accession the University of Ruse opened the European Studies Degree Course, the first of its kind in Bulgarian academic experience. The Department of European Studies is also linked with the creation of two other degree courses - the International Economic Relations Degree Course in 1996 and the Master programme in European Studies, launched in 2002 within the Bulgarian-Romanian Inter-university Europe Centre (BRIE) – www.brie.ru.acad.bg

The department consists of 12 university lecturers – two professors, two associate professors, one principal assistant professor holding a doctoral degree, one principal assistant



professor working towards her PhD, five principal assistant professors and one guest lecturer.

As its mission the departmental team has chosen the ideas of the father of European Integration, Jean Monet: “ We do not form coalitions of states but unite people”. Its credo is based on the formula that “Differences, oriented to dialogue, generate synergic effects for Europe”.

In its teaching activities the department stands for the following principles:

- Students should be taught to learn alone;
- Students should be involved in the process “Learning by Doing”;
- Students should be prepared for work for an organization, not in an organisation;
- Goal-oriented students should get sufficient support for their self-knowledge, capacity for planning a career and personal marketing for the existing labour market.

Research work is a territory of innovations and scholarly challenge for members of the department who strive for:

- a great variety of creative research;
- continuous personal development.

The basic spheres of scholarly work for the department are:

- Social, political, legal and cultural aspects of European integration and trans-border cooperation;
- Applied communication;
- European languages and linguacultorology.

In its 15-year old history the Department of European Studies has accumulated serious scientific potential of above 300 publications in both national and international scholarly journals, 15 textbooks and teaching guides, several books of collected papers from international scientific conferences. The department also publishes its own bulletin titled "AweNew Europe".

A priority in the work of the department are the scientific and educational projects: 3 TEMPUS projects, Project of the British Know-How Fund, 2 projects of the Austrian Institute for European Studies, the BRIE project, a PHARE project, etc. The extensive experience of the department in European Studies education was the motive to involve it as a sole representative of Bulgaria in two large-scale projects: Balkan network for European Studies education and the Tuning project for harmonizing the standards of European Studies education.



The active work of the department on international level has contributed to both its intensive scholarly development and better developed technological facilities and equipment. European Studies students enjoy using the facilities of the rich library of BRIE, the Austrian library, as well as the European Documentation Centre, established in 2008 in the main building of the University of Ruse, not without the active assistance of the European Studies Department.

Another major priority of the European Studies Department is its intensive work with its BA and MA students. In 2004 it initiated the establishment of the European Studies Club - www.evropeistika.dir.bg. This voluntary

organization of the most motivated and achievement-oriented students works persistently for improving the image of the degree courses and for the popularization and confirmation of European values not only among students from the University of Ruse but also among the residents of Ruse and the Ruse Region.

**DEPARTMENT
OF
INDUSTRIAL
MANAGEMENT**

BUSINESS CARD of the Department



HEAD OF DEPARTMENT

Assoc. Prof. Ivan Christov Mitev, MEng, PhD

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The Department of Industrial Management was established in 2000.

The department consists of 7 academics 5 of which are associate professors, 2 are assistant professors and 1 is an administrative secretary.

The Department teaches students in the “**Bachelor**” and “**Master**” academic degrees of „Industrial Management” and “Industrial Management and Marketing” as well as in the **PhD degree** of “Organisation and Management of Manufacturing”.

The Department carries out research in the following fields:

- Production Management
- Logistics and Supply Chain Management
- Innovations in the Industrial Field



The students trained by the Department of Industrial Management have the opportunity to participate actively in its research activities thus obtaining additional knowledge and skills in specific areas.

The educational process is carried out by highly qualified lecturers, using contemporary curricula in accordance with the state requirements and in compliance with the world best practices and standards for the corresponding degree courses. The students in the department can pursue part of their study in leading universities in Belgium, Great Britain and Poland through the Erasmus Program of the European Community.

The staff members of the department have participated in different national and international educational, certificate and research programs in institutions such as Cornell University – USA, the universities of Nottingham and Southampton – Great Britain, as well as in some Belgian universities. Part of the academic staff has internationally acknowledged certificates in inventory management, regional development management, etc.

Achievements of the Department:

55% of the graduates have started work within 3 months of their degree course completion, and most of these occupy management positions.

72% of the graduates from the Bachelor programme continue their education.

The students from the Industrial Management degree course participate in the regular student scientific sessions and conferences.



The department organises regular practical seminars with the participation of business and public sector representatives to discuss current problems and opportunities for the industrial sector, as well as the actions for applying and participating in the programmes financed by the EU Structural Funds.

The students from the Industrial Management degree course receive comprehensive knowledge in the following educational fields: Management, Economics and Law, accounting, finance and marketing; Specialised Management Knowledge – Production Management, Logistics and Supply Chain Management, Innovations Management, Human Resource Management, Quality Management, Planning and Forecasting, Project Management; Technological Knowledge – Information Systems and Technologies, Environmental Protection, Engineering and Computer Graphics, Industrial production and Logistics Technologies and Systems; Creative Knowledge – Foreign Language Education, Knowledge of the European Institutions, Cultural and Business Environment, Public Relations, Team Work, etc.

The Industrial Management degree course graduates can work in the business sector and in the public administration as managers of small and medium size enterprises, or as specialists in the departments of production, logistics, sales, marketing and quality assurance. They can also find work in the field of human resources, in consultancy companies, in the credit departments of financial institutions and in insurance companies.

UNDERGRADUATE PROGRAMS

**UNDERGRADUATE
STUDIES
IN
BUSINESS
ADMINISTRATION**

**PROFESSIONAL STANDARDS
OF THE BACHELOR IN
BUSINESS ADMINISTRATION**

Educational Degree – **Bachelor**
Professional qualification: **Economist**
Duration of study: **4 years (8 semesters)**

Bachelors graduating in “Business Administration” from the University of Ruse have the skills for career development in the sphere of administration and management of economic bodies, state, and local governing institutions.

The overall objective of the degree course is to prepare experts in business management who meet the contemporary requirements. Those managers are trained to work in market economy environment, i.e. an environment characterized by rapid changes, business risk, manufacture diversification, competition, intensive communications, and information flows, business information technologies, management, etc.

General and specific training: Business Administration Bachelors get:

- *Basic knowledge in Management, Economics and Law* – Fundamentals of Management, Economics, Law, Information Technologies, Accounting, Finance, Marketing, International Business, Fundamentals of Organizational Development, etc.
- *Specific Knowledge in Management* – Organizational Behavior, Operations Management, Human Resource Management, Quality Management, Innovation and Investments Management, Logistics, Project Management, Management Technologies, Planning and Forecasting, Strategic Management, Sustainable Regional Development, Policy Management, etc.
- *Knowledge in Mathematics, and Technologies* – Mathematics and Applied Mathematics, Business Informational Systems and Technologies, Qualitative Methods, Statistics, and Business Games.
- *Creative Knowledge* – intensive foreign languages education, Communication Policy, Public Relations, Corporate Culture, Business Ethics, E-commerce, etc.
- *Elective education* – a huge variety of courses, depending on the subject and career development field of the specialist.

General and specific skills:

The Bachelors in Business administration gain skills to organize and manage a variety of business and regional development activities, e.g. to do planning and forecasting, to develop and maintain effective business and managerial structures and technologies, to organize and motivate staff, to control, to analyze and regulate business activities in competitive manner, to communicate and negotiate effectively, to manage innovative and investment processes, to implement contemporary business information technologies, etc.

Career Development:

The Bachelors in Business Administration are able to work as managers or business specialists, at public administration, hi-tech based firms, banks, insurance companies, etc.; to do forecasting and planning, financing and accounting; to be managers or specialists at marketing, logistics, planning, trade, information departments; to be managers or chief executive officers of business, commercial and consulting companies.

CURRICULUM
of the degree course in
BUSINESS ADMINISTRATION

Year One

Code	First semester	ECTS	Code	Second semester	ECTS
0877	Business mathematics	5	1074	Fundamentals of Management part I	6
1001	Fundamentals of Public Law	4	1176	Microeconomics	5
3482	Basics of Private Law	4	1177	Statistics	6
1037	Foundations of Public Administration	5	2316	Inform. Systems and technologies part I	5
1049	Political Science	3	1178	International Institutions and Administration	2
	Group 1 Electives - 1 subject is to be elected			Group 1 Electives - 1 subject is to be elected	
1478	English language - I	9	2086	English language- II	6
1026	German language - I	9	2087	German language - II	6
1120	French language - I	9	2099	French language - II	6
1121	Russian language - I	9	2088	Russian language- II	6
	Total for the semester:	30		Total for the semester:	30

Year Two

Code	Third semester	ECTS	Code	Fourth semester	ECTS
3470	Fundamentals of Management Part II	5	3477	Organizational Behaviour	6
3471	Accounting	7	3478	Management Accounting	5
3472	Quantitive Methods in Management	5	3479	Finance	5
3473	Inform. systems and technologies 2	5	3480	Management Information systems	4
3474	Macroeconomics	5	3481	Management Information systems - CA	2
	Group 1 Electives - 1 subject is to be elected		3494	Quality Management	4
3475	Sociology	3	3483	Economic Infrastructure	4
3476	Philosophy	3	3484	Corporate Risk Management	4
	Total for the semester:	30		Total for the semester:	30

Year three

Code	Fifth semester	ECTS	Code	Sixth semester	ECTS
3485	Human Resource Management	5	3500	Marketing Management	6
3486	Planning and forecasting	5	3487	Small Business management	6
3495	Financial Management	5	3496	Production Management and Engineering	5
3497	Public Relations	4	3488	Sustainable Regional Development	4
3498	Marketing	5	3498	Logistics	5
3493	Communication policy	6		Group 1 Electives - 1 subject is to be elected	
			3508	E- Business	4
			3501	Insurance	4
	Total for the semester:	30		Total for the semester:	30

Year Four

Code	Seventh semester	ECTS	Code	Eighth semester	ECTS
3502	Strategic Management	6	3510	Business Games	4
3503	Operations Management	6	3511	Business Performance Analysis	5
3504	Management of Innovations	5	3512	International Business	5
3505	Projects Management	4	3513	Self training for Diploma Thesis	3
1528	Project Management – CA	2	3514	Post-semester Practice - 4 weeks	3
3507	Management Policy	4			
	Group 1 Electives - 1 subject is to be elected			Graduation procedure	
3492	Negotiations in Business	3	3515	Bachelor Thesis OR	10
3509	Business Correspondence	3		State exam on	
				Theory of Management	5
				General Economics	5
	Total for the semester:	30		Total for the semester:	30
				Total for the course of study:	240

0877 BUSINESS MATHEMATICS**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved :** Department of Algebra and Geometry, Faculty of Pedagogics**Lecturers:**

Assoc. Prof. Petar Ivanov Rashkov, PhD, Dept. of Algebra and Geometry, phone 888 848,

E-mail: tpeter@ami.ru.acad.bg

Assoc. Prof. Svetoslav Jordanov Bilchev, PhD, Dept. of Algebra and Geometry, phone 888 848,

E-mail: slavy@ami.ru.acad.bg.

Abstract:

The basic mathematical structures and methods, included in the course in Business Mathematics I, are the main tool in a series of mathematics, informatics and economics courses. The presented course is fundamental and obligatory for the specialties Management and Economical Control in all higher schools having similar specialties. It is fully based on the high school course in Mathematics and gives knowledge for the courses in Business Mathematics II, Statistics, Optimization, Micro and Macro Economics, Programming etc.

Course content:

Systems of linear equations. Gaus' method. Matrices. Determinants. Kramer's formulae. Inverse matrix. Vectors. Linear spaces. Line equations in a plane. Equations of a straight line and a plane in space. Conics. Sequences and series. Limits. Continuity of Function. Derivatives and applications. Elasticity. Indefinite and definite integrals. Functions of two variables – definitions, limits, continuity. Partial derivatives, partial elasticities. Extrema, conditional extrema. Ordinari differential equations of first and second order. Difference equations of simple types.

Teaching and assessment:

The tutorials follow the lectures. Problems for the next tutorial preparation are given, as well two sets of problems for individual work whose results are graded. Two tests are planned after each of the main parts of the course and there is a course assignment which is presented in two parts. The results from them form the continuous assessment. For very good and excellent presentations a part of the course might not be included in the exam or the exam mark could be formed at the end of the semester.

1001 FUNDAMENTALS OF PUBLIC LAW**ECTS credits:** 5**Weekly workload:** 2lec+1sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Public Law, Faculty of Law**Lecturers:**

Assoc. Prof. Pencho Penev, J. D., Dept. of Law, tel: 888-760

Abstract:

The Fundamentals of Public Law course aims to acquaint students with the subject matter, function and method of public law theory and regulations; the systems and sources of public law. Public law may be described as that part of the law which constitutes and regulates the basic structure of the state. This course examines the fundamental concepts and doctrines of public law, followed by an examination of the operation of those concepts and doctrines in the Bulgarian constitutional system and its component institutions.

Course content:

Main issues of public law compared to private law. Political system of the society and its main principles. Citizens' rights and obligations. Bodies of state and executive authority. The nature and functions of administrative law. Introduction into the several parts of Administrative law: administrative rules, regulations and procedures for government agencies and bodies; the scope of agency authority, in particular individual privacy; and enforcement powers of agencies. Tax Law. International Public Law.

Teaching and assessment:

The lecture topics enable students to get acquainted with basic regulatory acts in the field of public law; to interpret and analyse legal norms; to compare at theoretical level the separate judicial bodies and institutions. Lectures and seminars are organized in parallel. For the latter students are expected to come to class prepared on topics assigned in advance. Discussions are held, main aspects are highlighted and the preparation is assessed during the lesson. The exam implies students answering two questions in writing, elaborating on them afterwards, answering additional questions from the course content, which the examiner may decide to ask, and the examiner assesses the degree to which the material has been acquired. In giving the mark, the examiner takes into account the student's performance at seminars.

3482 BASICS OF PRIVATE LAW**ECTS credits:** 4**Assessment:** exam**Departments involved:** Department of Private Law, Faculty of Law**Lecturers:**

Assoc. Prof. Georgi Stevanov, PhD, Dept. of Private Law

Antonina Dimitrova, PhD student, Dept. of Private Law

Abstract

This course aims at giving the students general knowledge about private law relevant to the subject, functions and method of approach, including common theory of law, basic concepts of civil law and other branches of law. This course bears relation to the next course – “Commercial Law”. The course also contains comparative analysis by countries – it juxtaposes German, French, Belgian, and Italian law. Compared to other branches of our national law, Basics of Private Law is the most harmonized with the political orientation in the civil law system.

Course Content

The course covers the main institute of Civil law – common part, real law, law of obligation, family and succession law, labour law and commercial law. Accent is put on the essence and law regime of the subjects of private law, their relationship with other subjects of law as well as their participation in civil legal ties.

Teaching and Assessment

The topics of the lectures give the students knowledge of the basic legislation in the area of civil law and the ability to make theoretical comparisons and relationships between the different law figures and institute entities of our internal legislation. Lectures and seminars are organized in parallel. The classes contain discussions, accent on law fundamentals and legislation exercises. The routine check consists of knowledge assessment through a written examination, test and assignment. The performance of the students at seminars is taken into account when the final ECTS grade is given.

Weekly workload: 2lec+1sem**Type of exam:** test**1037 FOUNDATIONS OF PUBLIC ADMINISTRATION****ECTS credits:** 5**Assessment:** exam**Department involved:**

Department of Business and Management, Faculty of Business and Management

Lecturers

Assoc. Prof. Mariya Jossifova Andreeva, PhD, Department of Business and Management, tel: 888-726;

E-mail: mariaa@uni-svishtov.bg

Abstract:

The discipline aims to give the students in Business Administration knowledge of the role of public administration in the contemporary situation, for its mechanism, for the organization and the functioning of the governmental apparatus, for the methods and forms of administrative activity, its control and for the rights and responsibilities of the different subjects involved in the process of the governmental management.

This knowledge is needed for their future practice. This discipline is a entry point for other subjects as Macroeconomics and Management Fundamentals, Law fundamentals, Human Resources Management, Organizational Behavior etc.

Course Content:

The following topics are covered: Functions and structure of the public administration, specifics of the governmental position, rights and obligations of the governmental employees, organizational models in the public administration, processes of controlling and decision making, administrative ethics, integration of Bulgarian public administration with European administrations, perspectives of public administration.

Teaching and Assessment:

The education will take place trough lectures on the main topics and seminars trough discussions, analyses of concrete situations, case studies and essays. The exam grade will be formed from the written examination in the form of test, taking into account the results from continuous assessment.

Weekly workload: 2lec + 1sem**Type of exam:** written

1049 POLITICAL SCIENCE

ECTScredits: 3**Assessment:** exam**Department responsible:**

Department of Business and Management, Business and Management Faculty

Lecturers:

Assoc. Prof. Velichko Kirchev Panteleev PhD, Department of Law, tel: 888-434;

Abstract:

The course will introduce students to the main issues in Politics today. It is designed to develop an understanding of the various ways societies organize themselves to manage conflict and cooperation, and to make and implement public policy. Emphasis will be placed on concepts, practices, and rationales for policy analysis. Continuing attention will be paid to defining a policy problem, examining options, and developing policy recommendations.

Course content:

The course will provide a historical background of the political development across the globe. It will stress on contemporary political issues such as Liberalism and Conservatism. Students will study topics including different aspects of institutional policy, the current political changes, and institutions in Europe.

Teaching and assessment:

Most of the teaching is by lectures providing a comprehensive approach for understanding the main issues of the Political Science. Group work provoke students' active participation. Discussions are held, main aspects are highlighted, students' preparation is assessed. There is an individual complex course task to consolidate the application. The exam consists of two parts: a written and oral one. In giving the mark, the examiner takes into account the student's performance at seminars, as well.

Weekly workload: 2lec+cw**Type of exam:** written and oral

1478 English part I 1026 German Part I 1120 French Part I 1121 Russian part I

ECTS credits 9**Assessment:** continuous assessment**Department involved:**

Department of Foreign Languages, Faculty of Law

Lecturers:English: Sr Lecturer Angela Metodieva Spassova, Dept. of Foreign Languages, tel: 888 816; E-mail: aspasova@ecs.ru.acad.bgGerman: Sr Lecturer Sergey Vassilev Bartenev, Dept. of Foreign Languages; tel: 888 824; E-mail: sbartenev@ecs.ru.acad.bgFrench: Sr Lecturer Roumyana Ivanova Milanova, Dept of Foreign Languages; E-mail: rmivanova@ecs.ru.acad.bg;

Russian: Sr Lecturer Iliyana Gancheva Benina, Dept. of Foreign Languages;

E-mail: lbenina@ecs.ru.acad.bg;**Abstract:**

The foreign language module 1 is aimed at achieving communicative competence in the subject area that students will use in their future jobs. Teaching objectives involve the development of reading comprehension skills to handle specialized texts and the acquisition of communication skills to interact successfully in professional settings and everyday situations.

Course content:

Meeting people. Telephoning. Company Presentation. Product Description. Reporting. Socialising. Meetings. Making Arrangements. Describing Trends, Company Results.

Teaching and assessment:

To acquire the necessary language competence and to develop skills in using the language as a means of communication a wide range of teaching aids is used: authentic and specially constructed texts (i.e. articles, diagrams, tables, brochures, catalogues etc.) as well as audio, video, and multimedia materials. In class students participate in role plays, business simulation games, pair and group activities and they are encouraged to work on their own on their translation assignment. Continuous assessment involves at least two written tests and oral testing as well. The course paper involves a company presentation.

1074 FUNDAMENTALS OF MANAGEMENT PART I

ECTS credits: 6**Weekly workload:** 3lec + 2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Nikola Kocev, PhD, Dept. of Business and Management, tel: 888-726;

E-mail: nkocev@ecs.ru.acad.bg

Sr Assistant Prof. Miglena Pencheva, Dept. of Business and Management, tel: 888-518;

E-mail: mpencheva@ru.acad.bg

Abstract: The course aims to provide students with some basic managerial skills and expertise. The teaching material is designed in accordance with the students' aspirations of getting theoretical knowledge in the field of organizations and fundamental, managerial functions. Theories and methods for planning, organizing, leading, and management control are introduced in the course. Students acquire practical approach to decision making. They analyze and review case studies to develop practical skills for their future career.

The course builds on knowledge and skills acquired in Microeconomics and is a prerequisite for Fundamentals of management Part II, Macroeconomics, Organizational Behaviour, Human Resources Management, Project Management, SME Management, Business planning and Forecasting, Strategic Management, etc. as well as the diploma project.

Course content: The course includes the following topics: Management – theory and practice; Planning; Organizing; Leading; Management control, Decision Making, and Organization of Managerial Labour.

Teaching and Assessment: Some of the topics are explained through traditional lecture methods supplemented with visual aids. Appropriate examples clarify the subject matter of the lectures. The seminars and the lectures are organized in parallel. Students are expected to do their lecture readings, which enable them to participate in class discussions and to write a paper on a particular topic. The assistant professor carries out a continuous assessment and gives an average evaluation for the term, based on the overall student's participation during classes and the submitted paper. There is a particular emphasis on the practical application of the methods taught throughout the course. The overall evaluation is built of the participation assessment during the term and the exam grade.

1176 MICROECONOMICS

ECTS credits: 5**Weekly workload:** 3lec+1sem+cp**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:** Ass.Prof.Emil Georgieff Trifonoff, Ph.D., Department of Economics, phone: 888 557

Abstract: The purpose of the discipline is to present the essence of economics at micro level. Thus, students are given the opportunity to learn "the world" of the micro unit. Microeconomics examines the principles of behaviour of the particular economic units within due markets. It gives knowledge of microeconomic analysis that is basement for examination of individual and market demand and supply. It gives knowledge of the conditions for achieving consumer and producer equilibrium, as well as company equilibrium, and of mechanisms for income distribution and aggregate market equilibrium. Thus, the discipline forms the economic thinking and ensures the acquirement of skills for correct orientation and self-dependent choice in the market environment. Microeconomics, due to its characteristic, is a fundamental element to basic economic disciplines, such as Macroeconomics, Finance, Accounting and Marketing.

Course content: Introduction to Microeconomic Theory. Market and Market Mechanism. Demand and Supply Elasticity. Economic Theory, Market and Government. Consumer Behavior and Market Demand. Organization and Behavior of Companies. Production and Costs. Perfect competition and Supply. Imperfect Competition and Monopoly. Market of Production factors. Labour Market. Capital Market. Land Market. Companies. Entrepreneurship. Uncertainty. Income and Wealth Distribution.

Teaching and assessment: The tuition in Economics is accomplished by lectures, seminars and controlled extracurricular work. The lectures present the logic of the discipline principles and illustrate it by appropriate examples of the economic reality in Bulgaria. The seminars are based on the lectures and synchronized with their consistency. There are four continuous assessments in test form during the seminars. The active form of tuition in Economics is an assignment, which is submitted in the first week of the course during the seminars and represents a particular problem of Microeconomics or Macroeconomics that must be elaborate in written mode. Countersign in the discipline is given to students that have been present at the two continuous assessments and have presented self-elaborated assignment. The final procedure of the tuition is a written examination on its basic parts, as well as elaboration of a problem pointed in the questionnaire. The final assessment of the student is formed of the average arithmetic sum of the written examination results, the assignment result and the four continuous assessments.

1177 STATISTICS

ECTS credits: 6**Weekly lessons:** 2lec+2sem**Assessment:** Exam**Type of exam:** written**Methodological guidance:** Numerical Methods and Statistics, Faculty of Pedagogics**Lecturers:**

Assoc. Prof. Eng. Todor Tzanev Todorov, Numerical Methods and Statistics Department,
tel. +359 82 888 556, e-mail: ttodorov@ru.acad.bg

Assoc. Prof. Velizar Todorov Pavlov, PhD, tel. +359 82 888 466 e-mail: vpavlov@ru.acad.bg

Abstract:

The subject includes data from the Probability theory and the General theory of statistic. Basic problems of statistic are being examined – statistical estimation, hypotheses statistical, statistical dependences, indices and index analysis in economics, analysis of temporary statistical rows etc.

The subject Statistic creates in the students not only the skill to solve specific problems from the economics practice but also probability (statistical) way of thinking in their future activity.

Course Content:

General (cybernetical) approach by study of subjects through tests and observations. Models of a Probability theory. Random events. Actions with random events. Principle of the practical confidence. Random variables. Basic definitions. Basic distribution laws. Systems of random variables. Subject and tasks of the statistic. Statistical study. Basic tasks of statistic. Point estimates. Basic statistical distributions. Interval estimates. Practical limits of dispersing. Check of statistical hypotheses. Elements of the correlation analysis. Elements of the regression analysis. Indices and index analysis by studying of social-economic phenomena. Analysis of temporary statistical rows.

Teaching and assessment:

The theoretical issues examined in the lectures are been additionally rationalized through seminar exercises and individual course work. It is expected in the seminar exercises that the students get acquainted with and apply the respective software products for the statistical data processing.

The exam is executed over a chosen ticket of two questions and one problem. By the formation of the final mark, the mark on the course work and students' participation in seminar exercises are being taken into consideration.

2316 INFORMATION SYSTEMS AND TECHNOLOGIES – PART 1

ECTS credits: 5**Weekly workload:** 1lec+3 ps**Assessment:** continuous assessment**Type of examination:** written**Department involved:** Dept. of Informatics and Information Technologies**Lecturers:**

Assoc.prof. Petar Sigalov, Ph.D., Dept. of Informatics and Information Technologies,
tel. +359 82 888 470, E-mail sigalov@ami.ru.acad.bg

Principal assistant prof. Magdalena Andreeva, Dept. of Informatics and Information Technologies,
tel. +359 82 888 470 E-mail magie@ami.ru.acad.bg

Abstract:

The course objective is students to get familiar with computers as technical facilities, and with software products which are most frequently used such as operation systems, text processing systems, data table processing systems, data bases, information systems, artificial intelligence systems, computer graphics systems, automated computer aided design systems. The aim of the workshops is students to work with computers in practice using the most applied program systems, i.e. Windows, Word, Excel, MS Power Point.

Course content:

Basic topics: Brief history of computer development; Main features of computer generations; Classification of computers; Central processing units; RAM; Data presentation in computers; Program execution, Computer networks; Operation systems – functions and tasks, components, classification, well-known operation systems; Operation systems with graphical interface; Text processing systems in substance, destination, possibilities, well-known text processing systems; Presentation systems – general features and possibilities, MS Power Point – possibilities and basic applications; Electronic tables in substance, destination, working with e-tables, built-in functions, formulae, well-known e-table; Computer graphics systems; CAD/CAM systems; MS Visio and AutoCAD systems.

Teaching and assessment:

The discipline is learnt through lectures, workshops and out-of-classes studies. Students have to prepare themselves in advance for the workshops by studying the material taught in the lectures, as well as by revising previous workshops. Each student has to develop a course assignment including two tasks during their out-of-classes studies.

1178 INTERNATIONAL INSTITUTIONS AND ADMINISTRATION

ECTS credits: 2**Weekly workload :** 2lec**Assessment:** continuous assessment**Type of exam:** oral and written**Departments involved:** Department of Public Law, Faculty of Law**Lecturers:**

Assoc. Prof. PhD , Blagoi Vidin, Dept. of Public Law, tel: 888 721

Senior Assistant Prof. Kremena Bozhidarova Rayanova, Dept. of Public Law, tel: 888 434

Abstract:

The course aims at giving the students knowledge in the area of international relations: rights and responsibilities of states according to international treaties, legal administration of territories and areas in which the interests of states intersect; characteristics of international organizations; ways and means of settling of conflicts between states. Accent is put on the contemporary approach in international relations which is connected with the political changes in Central and Eastern European states; change of approach when conflict situations are settled; tendencies in visions about future functions of most existing international organisations, etc.

Course content:

The topics of the course cover the most important stages in the development of international public law. They include: the origin of public law and its establishment as a regulator of state relations; sources and subjects; characteristics of international treaties; ways of settling international arguments; concept of territory, boundaries, population, citizenship; main fields of international public law; rules of war; responsibilities of states; summoning of international conferences; role and place of international organizations in international relations.

Teaching and assessment:

Lectures give the students fundamental knowledge of the development of international public law, about concepts like citizenship, population, territory, boundaries, responsibility, foreign relations authorities, and international organizations. Lectures and seminars are organized in parallel. Separate topics are elaborated and given to the students so as to further develop their knowledge of international public law. Examination is oral and written. The performance of the students is taken into account when the final mark is given.

2086 English part II 2087 German Part II 2099 French Part II 2088 Russian part II

ECTS credits: 6**Weekly workload:** 5ps+cp**Assessment:** exam**Type of exam:** written**Department involved:** Department of Foreign Languages, Faculty of Law**Lecturers:**English: Sr Lecturer Angela Metodieva Spassova, Dept. of Foreign Languages, tel: 888 816 ; E-mail: aspasova@ecs.ru.acad.bgGerman: Sr Lecturer Sergey vassilev Bartenev, Dept. of Foreign Languages; tel: 888 824; E-mail: sbartennev@ecs.ru.acad.bgFrench: Sr Lecturer Roumyana Ivanova Milanova, Dept of Foreign Languages; E-mail: rmivanova@ecs.ru.acad.bg;Russian: Sr Lecturer Iliyana Gancheva Benina, Dept. of Foreign Languages; E-mail: lbenina@ecs.ru.acad.bg;**Abstract:**

The foreign language module 2 is aimed at achieving further communicative competence in the subject area that students will use in their future jobs. Teaching objectives comprise the development of reading comprehension skills to handle specialized texts and the acquisition of communication skills to interact successfully in professional settings and everyday situations.

Course content :

Comparing Alternatives. Planning Ahead. Business Travel. Achievements. Systems and Processes. Negotiations.

Teaching and assessment:

As in module 1 a wide range of authentic and specially constructed texts (i. e. articles, diagrams and tables, brochures and catalogues etc.) as well as audio , video, and multimedia materials are used to acquire proper language competence and knowledge and to develop skills in using the language as a means of communication. In class students participate in role plays, business simulation games, pair and group activities and they are encouraged to work on their own on their translation assignment. The examination is a written test, which covers grammar and lexis taught during the course. The course paper focuses on translating a specialized text from English into Bulgarian.

3470 FUNDAMENTALS OF MANAGEMENT Part II**ECTS credits:** 4**Weekly workload:** 2lecL + 2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Principal Assistant Prof. Emil Kotsev, PhD, Department of Business and Management, tel: 888-617;

E-mail: ekotsev@ru.acad.bg

Sr Assistant professor Miglena Pencheva, Department of Business and Management, tel. 888-518

E-mail: mpencheva@ru.acad.bg

Abstract:

The course aims at providing tangible knowledge on management of organizational processes and systems, and on the other hand, training in decision-making, persuasion, and conflict solving skills. The unit builds on acquaintance acquired in Microeconomics, Fundamentals of Management I, and is a prerequisite for Organizational Behavior, Human Resource Management, Small Enterprise Management. It is kept in mind, that the majority of the students are young people without sufficient experience, which is a reason for conducting simulation games and case studies during the labs. The acquired knowledge and skills could be beneficial for the executive stuff on all hierarchical levels in organization.

Course content:

The course includes the following chapters: Communication in Management, Communicational Pitfalls and New Technologies, Management of Change, Organizational Life Cycle, Conflict Solving, Implementation of Managerial Decision, Effectiveness of Management, Quality Control, Entrepreneurship, Management of SME, International Business, Managerial Career, Social and Ethical Aspects of Management.

Teaching and assessment:

The subject matter of the topic is systematically and structurally delivered, during the lectures. Examples of the business practice are provided. Students assimilate subject matter via participating in discussions, case studies, and managerial games, during the labs. Continuous assessment comprises of labs participation performance appraisal. The overall grade consists of labs participation evaluation, written test and oral exam, in case that the test is passed with no less than satisfactory - 3.

3471 ACCOUNTING**ECTS credits:** 7**Weekly workload:** 3lec+2sem+ca**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Business and Management Faculty**Lecturer:**

Assoc. Prof. Jordanka Passeva Velcheva, PhD, Dept. of Business and Management, tel. 888 776,

E-mail: jvelcheva@ecs.ru.acad.bg

Principal Assistant Prof. Ivanka Borisova Dimitrova, Department of Economics, tel. 888 715,

E-mail: idimitrova@ru.acad.bg

Abstract:

The course aims to give students basic theoretical knowledge and enables them to create and use accounting information. During acquiring accounting learning students can use knowledge from the subject "*Microeconomics*". Students can use the obtained knowledge from the "*Accounting*" course in learning some other subjects: "*Management Information Systems*", "*Finance*", "*Financial Management*", "*Investment and Innovation Management*", "*Business Diagnostics*", etc.

Course content:

The course covers the following topics: Nature and characteristics of Financial Accounting; Object and method of Accounting; Accounting of main accounting projects: Assets – fixed and short-term, Liabilities, Capital, Financial results – Profit/Loss, Incomes, Expenses; Annual accounting ending and Elements of the Annual Report.

Teaching and assessment:

Teaching is conducted by means of lectures, seminars and controlled individual work. By lectures students are informed of theoretical bases of Accounting. The seminars are designed to provide skills to accounting solutions of practical cases in the enterprise's activity. Students' understanding on the subject matter will be assessed continuously during seminars. The course assignment includes related tasks for accounting of some economic operations. It also includes working out some elements of the Annual Report. The semester validation requires presentation and defense of the course assignment in term; regular attendance of seminars. The final mark is formed from the results of the continuous control, from the course assignment defense and from the written exam.

3472 QUANTITATIVE METHODS IN MANAGEMENT**ECTS credits:** 6**Weekly workload:** 2lec+2sem+cw**Assessment:** exam**Type of exam:** written**Department involvement:** Group of Numerical Analyses and Statistics, Department of Pedagogy**Lecturers:**

Assoc.Prof. Velizar Pavlov, Msc (Math), PhD (Math), Dept. of Pedagogy, Phone: 888-466

E-mail: vpavlov@ru.acad.bg

Assoc.Prof. Plamen Yalamov, Msc (Math), PhD (Math), Dept. of Pedagogy, Phone: 888-466

E-mail: yalamov@allianz.bg

Abstract:

The subject aim is to make students acquainted with basic mathematical approaches for solving, analyzing and interpretation problems that arise in economics management. The character of this course is markedly applied. The material is presented within the capacity of students who are not that skilled in mathematics. All the discussed examples and problems have their economics applications near the practice. The course is relevant to analogous ones in other Bulgarian and leading foreign universities.

Course content:

Introduction to mathematical modelling. General formulation of linear programming problem (LPP). Working out linear programming models. Linear vector spaces. Systems of n linear equation with m unknowns (LSE). Properties of the LSE solutions. Graphic method for solving LPP. Simplex Method. Duality in linear programming. The transportation problem. Goal programming. Integer programming. Network analyses, including PERT-CPM. Elements of queuing theory. Elements of inventory theory.

Teaching and assessment:

The teaching process is realized through lectures, seminar exercises and course assignment. Topics discussed during lectures are to be illustrated and given meaning additionally through seminar exercises. Each student receives an individual course assignment. During the semester there are provided two tests, each 90 minutes long. Final mark is formed on the base of those tests, the course assignment and the final written exam. Papers' marking uses a points-system. It is allowed a student to receive a final mark without sitting for an exam ("be exempt form an examination") in case next two conditions are fulfilled: (i) course assignment marked "passed" and (ii) marks on the both tests not less than "good (4)".

3473 INFORMATION SYSTEMS AND TECHNOLOGIES, PART II**ECTS credits:** 5**Weekly workload:** 1 lec + 3ps +ca**Assessment:** Continuous assessment**Type of exam:** written**Department involvement:** Department Informatics and Information Technology, Faculty of BM**Lecturers:**

Assoc.Prof. Jordanka Paseva Velcheva, PhD, Dep. of Business and Management,

tel.:888776 jvelcheva@ecs.ru.acad.bg

Assoc.Prof. Margarita Teodosieva, PhD, Dep. IIM, tel.:888464 mst@ami.ru.acad.bg

Assoc. Prof. Aleksandar Petkov Petkov, PhD, Business and Management,

tel.:888776, apetkov@ru.acad.bg

Abstract:

Target of the lectures is to present to the students the contemporary information systems and technologies, which are used in business. In the practical sessions the students works and acquires practical knowledge in using business application software: Excel, Docman, Microinvest, Access.

Course content:

Subject and main characteristics of the information systems and technologies. Nature and characteristics of the business information. Information technology in administration. Information technology in planning and budgeting. Application software for optimization of the economics tasks. Application software for automation of the finance and accounting. Data base with business information.

Teaching and assessment:

Lectures involved students in the subject of the module – they describe the questions and specific characteristics of the business application software. Practical exercises are proceeding in a computer lab and include practical tasks which are completed by the students with help of the assistant. At the end of the semester the assistant gives the marks for each student. The individual work required to the students to show that they can work alone with the application software and presented technologies. They also are estimated. A test will be used at the end of the semester to estimate the theoretical knowledge acquired. The final mark is calculated as an average of the test mark, the mark for the practical exercises, and the mark for the individual work content and presentation.

3474 MACROECONOMICS**ECTS credits:** 5**Weekly workload:** 3lec+1sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Business and Management Faculty**Lecturers:**

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tel: 888 - 557,

E-mail: DMinchev@ecs.ru.acad.bg

Abstract:

The subject Macroeconomics is part of the existing course in Economics. The other two integral parts are Microeconomics and World Economy. Macroeconomics studies the most general notions, categories and laws characterising economic phenomena at the level of society. It does not analyse the behaviour of the separate market entities but the large economic flows and complexes. The subject is closely related to the above-mentioned parts of Economics - Microeconomics and World Economy. Mathematics and very often Microeconomics (but not necessarily) are prerequisites for the course and knowledge of Philosophy would be very useful, too. The subject is a prerequisite for World Economy and all specific economic disciplines.

Course content:

Introduction into macroeconomics. Measuring macroeconomic activity. Economic growth and economic cycle. Employment and unemployment. Inflation. Macroeconomic equilibrium. Keynesian model. The IS-LM model. Monetary policy. Fiscal policy. General characteristics of foreign economic policy.

Teaching and assessment:

Training is conducted by lectures, where information is presented, and seminars, where some questions raised in the lectures are further clarified with the active involvement of the students. Students' participation in seminars is through presentations, discussions, essays and reviews prepared on their own initiative or assigned by the lecturer, which represents their extramural activity. The examination is the final type of control but continuous assessment is applied, too. It is in the form of two term tests (TT1 and TT2) and student's performance (SP). At the end of the semester a continuous assessment mark is formed as the average of the TT1, TT2 and SP marks. The final result is the average of the course assessment and the exam marks.

3475 SOCIOLOGY**ECTS credits:** 3**Weekly workload:** 2l+1s+0lab+0p**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturer:**

Assoc. Prof. Dr. Nikola Georgiev, tel. 0631/ 25821, E-mail: georgiev@uni-svishtov.bg

Abstract:

This discipline aims at examining and analyzing social life. Reflecting on numerous mechanisms of co-organization of people in the socium, revealing the great variety of factors, examining relationships between individuals at various levels, offering different sociological conceptions and schools in the world sociology, and putting the emphasis not on the dividing line between them but rather on the things that unite, complete, and enrich the different conceptions. Analyzing the numerous social processes and phenomena in the socium is of great importance, because the system of knowledge of the society, of its functioning and development is a necessary condition for the managerial conceptions, and at the same time they constitute the foundations of the other social discipline that are within the range of economic management. Knowledge obtained is related to macro- and microeconomics, organizational behavior, human resources management, and it concerns, more or less, the other managerial disciplines.

Course content:

This discipline includes the following principal subject units: forming and development of sociology, social life, social structures, social interaction and processes, social changes and social development, social prognostication and social research.

Teaching and assessment:

In the process of teaching of the discipline, besides the classical lecture forms, utilization of visual means is also contemplated. Material taught is supported by appropriate example. Seminars follow the logic of the lecture, where besides the assessment regarding the knowledge acquired are completed and explained, problems mentioned in the lecture. Students are expected to get acquainted, beforehand, with the main literature sources and to take part in the discussions during the seminars. They prepare papers and, based on tests performed at the end of the semester, an overall grade is formed.

3476 PHILOSOPHY**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturer:**

Assoc. Prof. Dr. Ivan Ivanov, Dept. Business and Management

Abstract:

The essence, content and function of Philosophy are revealed on the basis of studying it as an element in the system of the spiritual culture. The course aims to bring students closer to the humanitarian aspects of culture and form a system of ideals and universal values and general principles of ethical and social behaviour.

Course content:

Philosophy and civilisation. Ancient Greek philosophy from the early, mature and late antiquity. The development of philosophy in Western Europe from the end of the XVI till the end of the XVIII century. The classical German Philosophy. The rise of the humanitarian culture and adoption of a new system of values. The scientific revolution and the philosophy of the new times. Marx's philosophy and its critics. Main trends in modern western philosophy. Man in the historical process. Mind and spiritual activity. Cognition, truth, values.

Teaching and assessment:

Teaching is by lectures and seminars. During the lectures (informal) talks are used to stimulate students' thinking and develop cognitive attitude towards philosophical problems - the latter is achieved mainly at seminars. The Philosophy course carries continuous assessment. Continuous control is done first, at lectures while formulating problems and elaborating on them and secondly, at seminars while debating. Writing essays on particular topics and their discussion at seminars is a more individualised task performed by students. At there is a discussion on all topics as a result of which The final mark is formed on end-of - term discussion. The requirements for a student to have a semester validation are: regular attendance of seminar exercises and active participation in the debate. In the course achievement is measured by continuous assessment.

3477 ORGANIZATIONAL BEHAVIOUR**ECTS credits:** 6**Weekly workload:** 3lec + 2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturers:**

Pr. Assist. Prof. Emil Kotsev, PhD, Dept. of Business and Management, tel: 888-726;

E-mail: ekotsev@ru.acad.bg

Abstract:

This integrated course covers some of the most important issues, concerning the individual and the group in the organization.

On one hand, the course aims to provide students with some specific knowledge about individuals, groups and organizations. On the other hand, it aims to provide some management skills, like team work, communication, decision making, etc.

The course builds on knowledge and skills acquired in Fundamentals of Management and is a prerequisite for Human Resources Management and Organization of Management Work.

During the development of the programme it has been taken into consideration that most of the students are young people without sufficient experience and skills. This is the main reason for the prevailing of management games and case studies during the exercises. The knowledge and skills gained could be useful for employees at all organizational levels.

Course content:

The course includes the following topics: Individual and Personality; Group and Team; Organization and Structure; Behavior and Style; Power and Leadership; Submission and Subordination; the Manager as a Subordinate.

Teaching and Assessment:

Some of the topics are explained through traditional lecture methods supplemented with visual aids. Appropriate examples clarify the subject matter of the lectures. The seminars and the lectures are organized in parallel. Students are expected to do their lecture readings, which enable them to participate in class discussions and to write a paper on a particular topic. The assistant professor carries out a continuous assessment and gives an average evaluation for the term, based on the overall student's participation during classes and the submitted paper. There is a particular emphasis on the practical application of the methods taught throughout the course.

The overall evaluation is built on the participation assessment during the exercises and the exam grade.

3478 MANAGEMENT ACCOUNTING**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lecturer:**Assoc. Prof. Jordanka Passeva Velcheva, PhD, Dept. of Business and Management,
tel. 888 776, E-mail: jvelcheva@ecs.ru.acad.bgPrincipal Assist. Prof. Ivanka Borisova Dimitrova, Department of Economics,
tel. 888 715, E-mail: idimitrova@ru.acad.bg**Abstract:**

The course aims to provide future managers with specific knowledge, abilities and practical skills to organize and use the management information system. During acquiring management accounting learning students can use knowledge from other subjects: "Microeconomics", "Accounting", "Business Mathematics", "Statistics", "Quantitative Methods" and other. Students can use the obtained knowledge from the "Management Accounting" course in learning some other subjects: "Management Information Systems", "Financial Management", "Investment and Innovation Management", "Business Diagnostics", etc.

Course content:

The course covers the following topics: Nature and characteristics of Management Accounting; Analytical cost accounting in different ways, Indirect expenses and their distribution on different basis and by different ways; Calculation methods; Analysis of Break-Even-Point; Budgeting.

Teaching and assessment:

Teaching is conducted by means of lectures, seminars and controlled individual work. By lectures students are informed of theoretical basis of Management Accounting. The seminars are designed to provide skills to accounting solutions of practical cases in the enterprise's activity and to make financial and accounting analysis. Students' understanding on the subject matter will be assessed continuously during seminars. The course assignment is individual. It is composed of solution of practical cases in planning, controlling and decision making. The semester validation requires presentation and defense of the course assignment in term; regular attendance of seminars. The final mark is formed from the results of the continuous control, from the course assignment defense and from the written exam.

3479 FINANCE**ECTS credits:** 5**Weekly workload:** 2lec + 2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Dept. of Economics, Faculty of Business and Management**Lecturers:**

Vasil Stoyanov Zachariev, SA "D.A.Tcenov", Svishtov

Pr Assist. Prof. Aneliya Peneva Lybenova, RU "A. Kantchev"

Abstract:

The course introduces students to the nature and manifestation of finance as specific monetary relations that underpin the functioning of the fields and branches of economy. An emphasis is placed on the finance in companies and enterprises (where many University graduates will be working) with special attention paid to their capability to influence the parameters of economic growth. This course is a prerequisite for other economic disciplines such as Accounting, Economic and Financial Analyses and Financial Control.

Course content:

The course aims to enlighten the theoretical fundamentals of financing, the forms of its organization and application, the prerequisites for increasing financial effectiveness, the indicators for measuring and assessing financial results, etc.

Teaching and Assessment:

The teaching methods seek to develop methodological and heuristic abilities in students as well as to broaden their world outlook. For this reason a lot of efforts are made to overcome the empirical interpretation of the issues and achieve their acquired knowledge. To that end, the course is taught through lectures and also seminars where students can extend their knowledge of the subject by discussing and solving a variety of specific problems.

3480 MANAGEMENT INFORMATION SYSTEMS**ECTS credits:** 4**Weekly workload:** 2 lec + 2 ps**Assessment:** Continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of BM**Lecturer:**Assoc. Prof. Aleksandar Petkov Petkov, Department of Business and Management,
tel.:888776, apetkov@ru.acad.bgPr Assist. Prof. Anton Nedyalkov Nedyalkov, Department of Business and Management,
tel.:888520 E-mail: anedyalkov@ecs.ru.acad.bg**Abstract:**

The course is building the information culture of the future specialists in area of business management and cover in depth problems of Information systems and technologies. The students study the contemporary management information systems. It is required students to have knowledge about functional characteristics of the computers, basic software, management principles and financial management. Acquired knowledge and skills will be useful in future work of the students as managers.

Course content:

Information systems and technologies in business. Analyze of the information system. Management information system in business organizations. Data base for management information systems. Marketing information system. Manufacturing information system. Finance information system. Human resource information system. Decision support information system. Executive information system. Enterprise resource planning and management system. Information management.

Teaching and assessment:

Course teaching is organized by lectures and practical exercises. The lectures are presenting basic principles and specific characteristics of management information systems and technologies. The practical exercises are organized in a computer lab. The students must be prepared in advance by learning the lectures and handouts presented in the course's WEB site.

3481 MANAGEMENT INFORMATION SYSTEMS – COURSE ASSESSMENT**ECTS credits:** 2**Weekly workload:** 0 lec + 0 sem + 0 Labs + 0ps/ ca**Assessment:** written project**Type of exam:** written and oral**Department involved:** Department of Business and Management, Faculty of BM**Lecturer:**Assoc. prof. Aleksandar Petkov Petkov, PhD, Department of Business and Management,
tel.:888776, apetkov@ru.acad.bgPr Assist. Prof. Anton Nedyalkov Nedyalkov, Department of Business and Management,
tel.:888520 E-mail: anedyalkov@ecs.ru.acad.bg**Abstract:**

The course assessment has the main task to develop the skills of the students in using acquired knowledge to analyze the management information systems in a business organization chosen by the student. During the preparation, each student must propose an idea how to improve the information system in the organization. Basic accent is on the implementation of the acquired knowledge in practice.

Course content:

The object is an management information system of real company. During the development process students must delivered and analyzed the information system of the chosen company, to formulate and to prove the suggestions for improvement of the information system.

The *Individual work* must include two sections: In the first one the student has to present the research of the existing company's management information system. In the second one he or she has to develop concrete suggestions/ tools to overcome the formulated in the first section problems concerning the information management.

Teaching and assessment:

Course project will be assigned the third week of the semester. Each student has to choose a company, according to his /her opportunities to access company information. The course assessment tutor confirms the selection. During the last week of the semester, each student presents the results. The tutor assesses the results according to the rate of covering the requirements.

3494 QUALITY MANAGEMENT**ECTS credits:** 4**Weekly workload:** 2lec+0s+0lab+2ps+cw**Assessment:** Continuous assessment**Type of exam:** written**Departments involved:** Department of Industrial Management, Faculty of Business and Management**Lecturer:**

Assoc.Prof. Tsvyatko Stanev Kurijkov, PhD Eng., Department of Machine Tools and Manufacturing, tel: 888 493, E-mail: korijkov@ru.acad.bg

Abstract:

The discipline is an important link in the chain of fundamental disciplines of the higher education, Bachelor degree. The subject's main goal is that the students acquire skills and knowledge about how to apply the methods and instruments for planning, assuring, controlling and improving quality.

Course content:

Product, service and process quality. Quality management principles. Ways of expressing quality. Process management cycle. Levels of quality management processes. Quality expenses. Quality improvement methods and techniques. Quality systems and control plans. Quality planning. Quality assurance. Reliability of production.

Teaching and assessment: Teaching is based on lectures, practical exercises and a course work. During the exercises work individually on special reports aiming to solve problems, make conclusions and proposals for quality improvement. The course work includes choosing process control points, control charts, input and output inspection plans, risk analysis and measures for quality improvement. The assessment of their knowledge is based on the grades of the reports, the course work and the written exam.

3483 ECONOMIC INFRASTRUCTURE**ECTS credits:** 4**Weekly workload:** 2lec + 1sem**Assessments:** exam**Type of exam:** written**Department involved:** Business and Management Department, Business and Management Faculty**Lecturer:** Ass. Prof. Krasimir Ivanov Enimanev, Eng. MSc, Ph.D., Economics Department, tel.: 888 357, e-mail: enimania@abv.bg

Abstract: The discipline "Economic Infrastructure" is a compulsory eligible course from the syllabus for Bachelor degree in Business Administration. The purpose of the discipline is to provide an appropriate amount of theoretic and practical knowledge of creation, maintenance and development of economic and administrative structures in public reproduction. That knowledge is necessary for students in their future career within the hierarchy of the economic and territorial systems. At the end of their tuition, students will have been adopted theoretic knowledge of the essence and size of the territorial organization, the infrastructure significance and its regulative functions within the EC, as well as the government functions for the infrastructure improvement; students will have been studied the origin, trends and objective laws in infrastructure development and their place within the organizational territorial – managerial systems; students will be able to apply the newest methodological and methodic units relative to forecasts, investment, financial, and credit problems of the contemporary practice. Admission relations to the discipline are generally Economics and Planning and Forecasting, and outlet connections are made with Stable Development of Regions, Project Management, graduation paper elaboration and students' career.

Course content: Introduction to Economic Infrastructure. Infrastructure as a self-dependent part of the public reproduction. Infrastructure Nature and Size. Infrastructure problems in national, regional and international scale. Territorial Organization and Infrastructure. Production Infrastructure Organization and Management. Forecasting the Production Infrastructure Development. Common methodic problems of forecasting. Technological and Systematic Provision. Territorial Organization and Management of the Economic Infrastructure Main Systems. Directions of the Infrastructure Policy in Perspective. Development of the Region Territorial – Urban Structure. Infrastructure Ecological Problems.

Teaching and assessment: The lectures in that discipline are read by notebook, multimedia projector and other devices, which help to introduce the lecture structure and the most important definitions, tables, figures, graphics and formulae. The lectures precede the seminars on a particular theme. Students have to learn the theory preliminarily and to prepare self-dependently for their work during the seminars. Forms of co-work between students and the lecturer are only the consultation hours announced and the communication by e-mail. The active form of tuition in that discipline is an assignment. It is a self – dependent work of the students divided in teams. The purpose is students to adopt skills for adequate presentation of their basic knowledge and to adopt additional skills in analyzing and solving current problems of the economic infrastructure. The student work is controlled by estimating his/her knowledge during the examination. The final assessment is formed by the points of the test and the implementation of the seminar tasks during the whole term. According to the Regulations of University of Ruse "Angel Kantchev", countersign is given to students who have visited 50% of the lectures and 100% of the seminars.

3484 CORPORATE RISK MANAGEMENT**ECTS credits:** 4**Weekly workload:** 2lec+ 1sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturer:** Assoc. prof. Radoslav Gabrovsky, PhD, phone: 0631-2 22 87;

E-mail: rgabrovsky@uni-svishtov.bg

Abstract:

Corporate Risk Management (CRM) is a modern interdisciplinary risk-oriented phenomenon recently considered a special part of the general Corporate management. The course is designed and compiled according to the curriculum of the "Business and Management" Specialty for educating and training students in Bachelor degree. The fundamental objective is the students to acquire profound theoretical knowledge and practical skills in enterprise risk identification, risk assessment and monitoring the enterprise risk expose with regard to mitigate the aggregate corporate risk. It provides a rather detailed overview of various risks, explains some of the theoretical concepts about CRM, including its purpose and how that purpose is accomplished, how the CRM is practically organized and performed.

From practical point of view it is developed an illustrative model of a complex safety program for risk reduction and monitoring. Special attention is focused on the effectiveness of the program. Briefly, discussed some of the matters connected with the risks in portfolio risk management.

Course contents:

1. Introduction to Corporate Risk Management. 2. The Company and Risk. 3. Diagnosis of Corporate Risk Exposure and Risk "profile". 4. Corporate Risk Assessment and Quantification. 5. Corporate Risk Control and Mitigation. 6. Monitoring Corporate Risk Exposure and Safety Program.

Teaching and assessment:

Theoretical matters are presented by means of conventional lectures and instructions. Practical aspects and skills are acquired by discussions, analyses of real data from insurance practice etc. The knowledge and skills of the students are evaluated in the course of the seminars, individual participation and written tests. The minimum mark required for successfully passed students is at least **(3)**.

3485 HUMAN RESOURCE MANAGEMENT**ECTS credits:** 5**Weekly workload:** 2lec + 2sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lecturers:**

Assoc. Prof. Nikola Vasilev Kotcev, PhD, Dept. of Business and Management, tel: 888-726

Abstract:

The subject aims to provide Business Administration students with fundamental knowledge in Human Resource Management. They get aware of practical principles, methods, and leverages for effective organization and motivation of Human Resources. Students use their background in Microeconomics, Fundamentals of Management, and Organizational Behavior while absorb the curriculum content. The acquired knowledge in HRM is applicable to learning process in Management of Small Business Enterprises, Business Games, Corporate Culture, Management Policy.

Course content:

The following basic areas are included: Nature and Traits of Human Resource Management, HRM System, Job Design, Human Resource Planning, Human Resources Movement, Staff Development and Training, Performance Appraisal, Compensation of Human Resources, Staff and Workplace Safety, Industrial Relations.

Teaching and assessment:

Training is conducted via delivering lectures in fundamental matters and conducting discussion sessions on specific issues in the curriculum. During the seminars, students acquire problem solving skills by developing organizational-regulative papers. Such kind of paper (a substantial one) is Course Assignment, which has to be developed on a particular topic, and leaves a room for students to voice themselves. The requirement for semester validation is regular attendance to classes. At the end of the semester a continuous assessment mark is formed as the average of the Course Assignment and students' performance marks.

3486 PLANNING AND FORECASTING**ECTS credits:** 5**Weekly workload:** 2lec+2sem+ca**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Business and management, Faculty of Business and Management**Lecturers:**

Prof. Krustyu Ignatov Papazov, PhD, Department of Business and management,
tel: 888 726, E-mail: kpapazov@ecs.ru.acad.bg

Associate professor Emil Krastev Papazov, Department of Business and Management,
tel: 888 518, E-mail: emico@gmail.com

Principal assistant prof. Daniel Pavlov, Department of Business and Management,
tel: 888 518, E-mail: dpavlov@ru.acad.bg

Abstract:

The subject provides a set of theoretical and applied knowledge in scientific forecasting of future development through a system of forecasting and planning concrete economic phenomena and processes, inherent to various economic and other branches, taking into account the requirements of a whole set of laws related to the marketing economy environment. It requires knowledge of mathematics, law, informatics, macroeconomics, microeconomics, finance and accounting, statistical methods, operational research, etc. In turn, it helps "to fill the gaps" in a domain of theoretical, applied and professional knowledge of how to develop certain forecasts and plans.

Course content:

Introduction – key words, subject matter and object of study. Methodological basis of forecasting. Methodological basis of planning. Planning the increase in labour productivity. Forecasting and planning of sustainable economic development. Corporate strategies and planning under changing circumstances. Methodological guidelines about business plan development.

Teaching and assessment:

The prevalent methods are topic-oriented lectures and seminars, which expand and complement the applied aspects. The continuous assessment focuses on working on practical assignments, texts, scripts, case studies, etc., which the students send by e-mail. The documents at the course web page "E-learning" allow students to get closer to updated planning and forecasting guides and practices. The assessment is based on the active participation of the students during the semester (50%) and their final exam (50%).

3495 FINANCIAL MANAGEMENT**ECTS credits:** 6**Weekly workload:** 2lec+ 2sem+ ca**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lecturers:**

Assoc. Prof. Yordanka Paseva Valcheva, PhD, Dept. of Business and Management, tel: 888 776

E-mail: jvelcheva@ecs.ru.acad.bg

Senior Lecturer Anelia Peneva Liubenova, Dept. of Business and Management, tel: 888 715

E-mail: alyubenova@ecs.ru.acad.bg

Abstract:

The aim of the course is to provide students with knowledge and skills necessary for the management of one of the main resources of the company. During acquiring accounting learning students can use knowledge from the subject "Accounting", "Finance", "Business Mathematics", "Management", etc. . Students can use the obtained knowledge course in learning some other subjects: "Innovation and investment management", "Strategic Management" , "Business Diagnostics" , etc.

Course content:

Main characteristics of the company financial management. Financial source of the company. Optimization of the capital structure. Capital budgeting.. Planning and control of the turnover capital; Income, taxes and depreciation policy; management. Dividend policy; Bankruptcy; Sales company; Controlling.

Teaching and assessment:

The main aspects of the financial management are clarified in the lectures. The seminars are designed to provide skills to financial solutions of practical cases in the enterprise's activity. The students receive individual tasks as course assignment and thus they learn to apply on their own and creatively the new knowledge and skills and solve practical corporate problems. To have the semester validated, students are required to submit and defend their course assignment in due time and attend the practical exercises regularly. The final mark is formed from the results of the continuous control, from the course assignment defense and from the written exam.

3497 PUBLIC RELATIONS**ECTS credits:** 4**Weekly workload:** 2lec+1sem+ca**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Associate Professor Rada Peneva Karshakova PhD, Department of European Studies, tel: 888 810

E-mail: Rkarshakova@ecs.ru.acad.bg

Abstract:

The aim of the subject is to provide basic knowledge of the nature of Public relations (PR) as a communication social technology, its subject area and the range of its application in the practices of public institutions, commercial and non-commercial organizations. The entry relations of the subject are with Management basics, Marketing, Organizational behavior.

Course content:

The subject content includes the following: origin and formation of PR; definitions and basic notions; the RACE-algorithm as a technological PR-process; nature of the audiences, type and situation segmentation; communication of PR and types of communication; barriers for efficient communication; media and techniques for relations with the mass media; corporate PR and image; public matters, problem lobbying and management; corporate culture, corporate identity and PR; PR and the internal communication; social responsibility and sponsorship; PR-campaign; PR in crisis; specialized PR; ethic standards for practicing PR.

Teaching and assessment:

These include three contact forms: lectures, seminars and course task (CT). The lectures present the theme system of the subject and formulate the issues to be discussed and practically interpreted. The seminars reveal the practical potential of the subject matter as regards the real communication behavior of the organization. The students discuss and present additional literature; analyze practical cases; conduct reproduction tasks, and work on cases. The students are required to attend according to internal university regulations and participate actively in the presentations, discussions, analyses of the practical cases, the case development and representational activities in order for the subject to be acknowledged. CT stimulate the application of knowledge for the solution of inherent PR problems such as: audience segmentation, image analysis, planning PR activities. The CT is assessed for its creativity, structure, length, the employment of appropriate research methods.

3489 MARKETING**ECTS credits:** 4**Weekly workload:** 3lec+1sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and management**Lecturers:**

Assoc. Prof. Georgi Emilov Valchev, PhD, Department of Economics, tel: 888 347

E-mail: gvalchev@ru.acad.bg

Abstract:

The subject aims to introduce students to basic theoretical and methodological issues of marketing. Basic knowledge of economic theory and the problems of world economy is a precondition for building up knowledge of marketing. The subject serves as the basis for learning the methods and approaches to realization of the marketing concept in managing business in other subjects.

Course content:

Introduction to the subject Marketing. Definition of marketing. Types and kinds of marketing. The concept "marketing mission". Marketing environment. Marketing information system. Strategic marketing planning and kinds of strategies. Factors, determining the choice of a marketing strategy. Production, marketing and stock policy. Consumer behavior. Market segmentation. Marketing and life cycle. Main strategies in the area of stock policy. Nature, range and principles of the price policy. Price surveys in marketing. Realization of the price strategy of a company. Distribution policy of the company. Business communications in contemporary marketing. Advertisement and kinds of means for the advertising policy. Organizing and running an advertising campaign.

Teaching and assessment:

The theoretical basics of the topics given at lectures are learned in seminars by doing tests and solving tasks. There is an individual complex course assignment to consolidate the application. The students are allowed to sit for an exam after they have submitted their course assignments. The exam has a written part on two issues followed by a discussion.

3493 COMMUNICATION POLICY**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of BM**Lecturers:**

Assoc. Prof. Dr. Diana Antonova, Department of Business and Management, tel.: 888 617, prim@jusoft.net
 Princ. assist. prof. Milena Peneva Kirova, eng., Department of Business and Management,
 tel.: 888 617, milena_kirova@yahoo.com

Abstract: The goal of the course is to equip students with basic knowledge about the gradually increasing role of communication policy as an important means to keep up “dialogue” with the markets and to raise companies’ competitiveness. The acquired basic knowledge and skills at the end of the course help students: to understand the nature and importance of marketing communications as well as the approaches, stages and problems in the practical process of developing company’s programs for marketing stimulation of demand and sale, and to establish relations to consumers and the public; to know the concept of integrated marketing communications including all particular communication tools and channels and company’s efforts as substantial components of a general program for marketing development of demand and sale; to apply the knowledge gained to set targets and select priorities, necessary to develop company activities, in order to reach the general corporate goals with fewer expenses and stronger effect.

Course content: Major sections of the subject: conceptual approaches to communication policy; working out programs for integrated marketing communications of a company; analysis of communication process; target definition and budgeting of integrated marketing communications; advertising and media planning; efficiency evaluation of programs for integrated marketing communications, etc.

Teaching and Assessment: Teaching is conducted by lectures and seminars, meetings with leading experts and controlled out-of-class activity for working out a report. The lecture topics provide the necessary knowledge on the main theoretical aspects of the subject matter. Through seminars and self-preparation students expand and develop their knowledge and skills additionally. The lectures are visualized by multi-media presentations and/or slides. The theoretical knowledge acquired at lectures is discussed at seminars. Case studies preliminary submitted to the students are conducted at a number of seminars. Visits to leading regional media enterprises support the practical orientation of the course and help students in developing their reports. Continuous assessment is performed by evaluation of students’ participation activity in the seminar discussions, and with regard to the fulfilment of out-of-class work as well. The term is considered validated, if the student has a minimum of 50% lecture participation, 100% seminar participation and has presented his report in time. The final grade is formed on the basis of 10% lecture participations, 40% on student’s report and 50% on the oral defence of this report. The latter is in form of presentation. The lecturers control the presentation and determine the final mark.

3500 MARKETING MANAGEMENT**ECTS credits:** 4**Weekly workload:** 2lecL + 1sem**Assessment:** exam**Type of exam:** written**Department involved:** 34 Department of Business and Management, Faculty of BM**Lecturers:**

Assoc.Prof.Dr. Diana Antonova, Department of Business and Management, tel.: 888 617, prim@jusoft.net
 Princ.assist.prof. Milena Peneva Kirova, eng., Department of Business and Management, tel.: 888 617,
 milena_kirova@yahoo.com

Abstract: This is a specialized course for students at the Faculty of Business and Management. Its aim is to integrate methods and approaches of different economic branches, social statistics and demography. It will help students to accept the idea of socially responsible marketing, looking for balance between the diverse interests of producers, dealers, consumers and the whole society.

Course content: Introduction to Marketing – general overview. Company business, marketing and management. Marketing research and analysis. Marketing aims and target objects. Marketing strategies. Marketing tactics. Planning of marketing programs.

Teaching and assessment: The course of study aims to stimulate creative thinking and gradual knowledge gathering throughout the semester. Case studies and tests of the types “mark the correct answer”, “fill in the gap”, “true or false” or “open answer” lead to better understanding of the teaching material and higher quality of teaching, create practical skills. A lot of visual aids - audio and video materials, are used at lectures. The lecturers assess the activity and the creative decisions of each student and of the group as a whole. The individual course assignment (in written form) has to be submitted within two weeks before the end of the term. The final grade is formed on the basis of: 10 % attendance and participation, 40% of individual assignment and 50% on the defense of the individual assignment. The latter is in form of presentation on the topics of each individual assignment. Students are divided into groups of analysts and auditors. Creative discussion takes place, conclusions are formulated concerning short-term, middle-term and long-term marketing strategic tasks of particular company or branch. The lecturers attend at the discussion and form the final mark.

3487 SMALL BUSINESS MANAGEMENT**ECTS credits:** 6**Weekly workload:** 2 lec + 2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturers:**

Emil Kotsev, PhD, Dept. of Business and Management, tel: 888-617; E-mail: ekotsev@ru.acad.bg

Daniel Pavlov, PhD, Dept. of Business and Management, tel: 888-518; E-mail: dpavlov@ru.acad.bg

Abstract: This integrated course covers some of the most important issues, concerning company management. The course aims to provide students with some general knowledge about entrepreneurship and some specific knowledge about small business management. Thus, some specific methods and approaches to manage company resources are concerned. During the development of the programme it has been taken into consideration that most of the students are young people without sufficient knowledge, experience and skills. The insufficiency of knowledge is the main reason for the structure choice – the first six themes compensate this insufficiency with some more general problems of entrepreneurship. Following the approach “from general to private”, the next seven themes accent on the specific problems of small business management. In order to balance the insufficiency of experience and skill, during the exercises the programme offers a lot of simulations and case studies. The knowledge and skills gained could be useful for management staff at all organizational levels in small and medium business.

Course content: The course includes the following topics: Entrepreneurship and small business; Bulgarian entrepreneurship in historic aspect; Entrepreneurship process; Methods of entrepreneurial decision; Virtual entrepreneurship; Entrepreneurial management; Small business characteristics, role and importance; Legislative frame and institutional support of small business; Management of human, financial, informational and material resources in the small company; Trends in small business development.

Teaching and Assessment: Some of the topics are explained through traditional lecture methods supplemented with visual aids. Appropriate examples clarify the subject matter of the lectures. The seminars and the lectures are organized in parallel. Students are expected to do their lecture readings, which enable them to participate in class discussions and to write a paper on a particular topic. The assistant professor carries out a continuous assessment and gives an average evaluation for the term, based on the overall student's participation during classes and the submitted paper. There is a particular emphasis on the practical application of the methods taught throughout the course. The overall evaluation is built on the participation assessment during the exercises and the exam grade.

3496 PRODUCTION MANAGEMENT AND ENGINEERING**ECTS credits:** 5**Week load:** 3lec + 2sem + ca**Knowledge Testing Mode:** exam**Type of exam:** written**Methodic Direction:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Ass.Prof. eng. Krasimir Ivanov Enimanev, Ph.D., Department of Economics, e-mail:enimania@abv.bg

Abstract:

The purpose of the discipline “Production Management and Engineering” is to provide knowledge into two directions – firstly, organization of the main production and production infrastructure, organization of innovative processes and application of innovative products, technical control organization, and secondly – nature, principles, approaches, methods and functions of production management, production management technology, requirements for the modern production management. The discipline objects are design, application, improvement, and management of integrated systems of people, materials and equipment.

Course content:

Introduction to Production Management and Engineering. General principles of production management and engineering. Production process at industrial enterprise. Production organization at industrial enterprise. Production type. Production organizational forms. Production infrastructure management. Industrial enterprise design. Spatial construction of industrial enterprise. Organization and management of technological innovations in production.

Teaching and assessment:

The tuition in the discipline is accomplished by lectures, seminars and controlled extracurricular work. During the lectures and seminars presentation materials are used – tables, folio – diagrams, and slides. The knowledge of students is supervised during the seminars by the extent of participation in discussing practical cases and tests. The mark of the written examination forms 70% of the final assessment of the student, and his/her performance at the seminars – the last 30%. The active form of tuition in the discipline is an assignment which requires analyzing and eventually solving a particular problem and must be elaborated in a written mode. Duplication of the assignments is not allowed. Countersign in the discipline is given to students that have been regularly present at the seminars and have presented self-elaborated paper.

3488 SUSTAINABLE REGIONAL DEVELOPMENT**ECTS credits:** 4**Weekly workload:** 2lec + 2sem**Assessment:** Continuous assessment**Type of exam:** written**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Eng. Nikolaj Stefanov Najdenov, PhD, Dept. of Business and Management, tel.:888-520;
E-mail: nmaydenov@ecs.ru.acad.bg

Assoc. Prof. Diana Antonova Antonova, PhD, Dept. of Business and Management, tel: 888-617;

E-mail: prim@jusoft.net

Assoc. Prof. Eng. Krasimir Ivanov Enimanev, PhD, Dept. of Economics, E-mail: enimania@abv.bg

Abstract:

The course aims to provide students with some basic skills and expertise about the philosophy, the strategy and the approaches of the sustainable development of Bulgaria regions within the EU. They have to understand the basic goals, principles and strategies, to discuss the approaches of sustainable development of the material, social and nature capital in 2007-2013 programming period. The students have to use the acquired knowledge for formulating goals and priorities, needed to elaborate plans, measures and projects of regional development.

Course content:

The course includes the following main topics: Conceptual issues of the sustainable regional development. Policy of sustainable regional development. Business sustainable development. Sustainable development of the rural areas. Development of regional infrastructure and environmental protection. Development of human resources and social funds. General strategies for sustainable regional development.

Teaching and Assessment:

The training in the course is accomplished by lectures, seminars and controlled extracurricular work - course assignment. The lecture topics get knowledge for the basic theoretical aspects of the studied material. The skills and expertise of the students are supplemented through the seminars in which class discussion and cases are carried out. The overall evaluation is built on the written exam and the self-elaborated course assignment.

3498 LOGISTICS**ECTS credits:** 5**Weekly workload:** 2lec+2sem+ca**Assessment:** Exam**Type of exam:** Written and oral**Department involved:** Department of Industrial Management, Faculty of Business and management**Lecturers:**

Assoc. Prof. Ivan Christov Mitev, Ph.D., Dept. of Industrial Management,

Tel. 888-521. E-mail: ichmitev@ru.acad.bg

Assist. Prof. Nikolay Delkov Kolev, Dept. of Industrial Management, Tel. 888-495, E-mail: nkolev@ru.acad.bg

Abstract:

The Logistics course has the objective to introduce students from the Business Administration degree course to the basic knowledge and operational abilities for planning, organizing and management of material flows and the associated information flows. The basic logistics processes are examined.

Course content:

Introduction to Logistics. Methods and concepts for analyzing, planning and organizing the logistics activities. Sourcing and inventory management. Management of the procurement activities for material resources and products. Distribution logistics. Logistical schemes for disposal of waste products and materials. Preparation of loads for logistical operations. Technologies and systems for cargo transportation. Warehouse and internal transportation technologies and systems. Functional and regional structuring of the logistics activities. Management and decision support information systems in logistics.

Teaching and assessment

The major part of the topics in the syllabus is presented during lectures. Seminars are held for the most significant themes, aiming thorough and easier understanding of the material as well as acquiring some practical skills. The active participation of students is stimulated by organizing discussions on selected topics. The continuous assessment of the students' knowledge is accomplished by means of two short written mid-term assignments during seminars and defense of the course assignment. The semester is considered validated if the students have attended all seminars and 50% of the lectures, have a minimum grade of Average (3) on both mid-term assignments and have successfully defended the course assignment. 50% of the final grade is composed of the result from the written exam, 30% from the mid-term assignments, and 20% from the defense of the course assignment.

3508 E-BUSINESS**ECTS credits:** 4**Weekly workload:** 2 lec + 2sem + ca**Assessment:** Continuous assessment**Type of exam:** written**Department involved:** Department Informatics and Information Technology, Faculty of BM**Lecturers:**

Assoc. Prof. Business and Management, PhD, tel.:888776, apetkov@ru.acad.bg

Anton Nedyalkov Nedyalkov. Business and Management, tel.:888520, anedyalkov@ru.acad.bg

Abstract:

Target of the lectures is to present the content and basic directions of e-business development. It has been presented the concrete applications in area of e-trade, e-government, internet marketing, e-signature, e-payment etc. The students will teach the techniques for using the applications of e-business.

Course content:

E-business – terms, characteristics, origin, and development. E-business and e-trade., Categories in e-business. Categories in e-trade. Internet marketing. Attracting and keeping clients. E-supplying. Partners in e-business. E-export. Integrating the e-business to the traditional business. Strategy in e-business. E-signature. E-payment. Security problems in e-business. E-government.

Teaching and assessment:

Lectures involved students in the subject of the e-business. They describe the basic theoretical knowledge for the exercises. During the exercises, the students have acquired the functions and range of current e-business. Practical exercises are proceeding in a computer lab and include practical tasks which are completed by the students with help of the assistant. At the end of the semester the assistant gives the marks for each student. A test will be used at the end of the semester to estimate the theoretical knowledge acquired. The final mark is calculated as an average of the test mark, the mark for the practical exercises, and the mark for the individual work content and presentation.

3501 INSURANCE**ECTS credits:** 4**Weekly workload:** 2lec + 2sem**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturer:**

Assoc. prof. Dr. Radoslav Gabrovsky, PhD, tel.: 0631-2 22 87; E-mail: rgabrovsky@uni-svishtov.bg

Abstract:

The course is designed and compiled according to the curriculum of the “Business and Management” Specialty for educating and training students, non-specialists in insurance. The fundamental objective is the students to acquire some practical skills in buying insurance. It provides an overview of risk and insurance, explains some of the theoretical concepts, including its purpose and how that purpose is accomplished, how the insurance is organized and managed. Discusses some of the fundamentals of risk assessment, premium rating, reserves funding etc. Special attention is focused on insurance products, how they should be selected and bought as well as the behavior of the insured in case of loss occurrence and settlement. Briefly, highlighted the various forms of e-business in insurance and its perspectives.

Part II deals with co-insurance, re-insurance, ART and other forms to risk reducing. Also outlined the principal features and functions of insurance regulation and supervision.

Course content:

1. Introduction to Insurance. 2. Risk and Insurance. 3. Risk Assessment. 4. Organizing Insurance Business. 5. Insurer's Assets and Liabilities. 6. Premium Rating. 7. Forms of Insurance in Non-life Insurance. 8. ICT and E-commerce in Insurance. 9. Co-insurance and Re-insurance. 10. Types and Forms of re-insurance. 11. ATR and Securitization. 12. Insurance Regulation and Supervision.

Teaching and assessment:

Theoretical matters are presented by a means of conventional lectures and instructions. Practical aspects and skills are acquired by discussions, analyses of real data from insurance practice etc. The knowledge and skills of the students are evaluated in the course of the seminars, individual participation and written tests. The minimum mark required for successfully passed students is (3).

3502 STRATEGIC MANAGEMENT**ECTS credits:** 6**Weekly workload:** 3lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lectures:**

Assoc. Prof. Emil Krastev Papazov, PhD, Department of Business and Management, tel: 888-518;

E-mail: epapasov@gmail.com

Lyudmila Mihaylova Mihaylova, PhD, Department of Business and Management, tel: 888-518;

E-mail: liudmilla@abv.bg

Abstract:

This course will present the theoretical rationale of the main issues in strategic management. It will evaluate the total company perspective and the means by which they are created and sustained, incl. competitive advantage in today's increasingly challenging and complex business environment. It will also offer a systematic approach to situational analysis, marketing research and analysis, coordination of goals and objectives, resources and interests with the help of strategic planning, management and control.

Course content:

Introduction: essence, content and functions of strategic management, its peculiarities and aims. Economic policy and corporate strategies. Company structure and organization. Choice of strategic positions. Methods for strategic analysis. Diversification strategies. Competitive strategies. Strategic change management. Strategic aspects of mezzo economic structures.

Teaching and assessment:

The traditional way of delivering lectures will be enriched by visual materials put on slides and or multimediapackages. At seminars students will work on case studies. The continuous assessment is on the basis of tests and students' participation. The final note will depend on the note from the continuous assessment (40%) and from the final exam (60%).

3503 OPERATIONS MANAGEMENT**ECTS credits:** 7**Weekly workload:** 3 lec + 2 sem + ca**Assessment:** exam**Type of exam:** written**Department involved:** Business and Management Dept, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Eng. Nikolay Stefanov Naydenov, PhD, Dept. of Business and Management, tel: 888-520;

E-mail: nnaydenov@ecs.ru.acad.bg

Principal Assistant Prof. Anton Nedyalkov Nedyalkov, MSc Eng, Dept. of Business and Management, tel: 888-520;;

E-mail: anedyalkov@ecs.ru.acad.bg

Abstract:

The course aims to provide students with some basic skills and expertise about the philosophy, strategy and approaches of operations management of services. The matter has inputs from the courses: Fundamentals of Management; Statistics; Quantitative Approaches in Management; Information Systems and Technologies; Management Information Systems; Marketing; Logistics and outputs to the courses Project Management, Diploma Thesis and Defense.

Course content:

The course includes four main groups of questions. The first one introduces common issues of services design and planning. The second group discusses the planning of services capacity and management of queues. The third one submits the issues of technical, material and information provision of operations system. The last group argues out the management of services to improve their quality and attaining competition advantages.

Teaching and assessment:

The course training is accomplished by lectures, seminars and controlled supplementary work - course assignment. The lecture topics get knowledge for the basic theoretical aspects of the studied material. The skills and expertise of the students are supplemented through the seminars in which class discussion and cases are carried out. The overall assessment is built on the results of written exam and the self-elaborated course assignment.

3504 MANAGEMENT OF INNOVATIONS**ECTS credits:** 5**Weekly workload:** 3lec+1sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Business and Management, Faculty of BM**Lecturers:**

Assoc.Prof.Dr. Diana Antonova, Department of Business and Management, tel.: 888 617, prim@jusoft.net

Princ.assist.prof. Milena Peneva Kirova, PhD, Department of Business and Management,

tel.: 888 617, milena_kirova@yahoo.com

Abstract: Main objective of the course is to give students the opportunity to acquire basic knowledge for the gradually increasing role of innovation policy and investment activity as an important mean to keep up "dialogue" with the market and to raise companies' competitiveness. This trend can be observed in advanced industrial countries. The management of innovations leads to growing national income and wealth, hence to higher living standard of the population. By the end of this course students should be able: to understand the nature and importance of innovation policy as well as the approaches, stages and problems at the practical process of developing company's programs for investment decisions with the aim to find new growth sources at the mature stage of the basic business; to know the industry structure of risk capital and mechanisms for business development due to innovations; -to apply the knowledge obtained to set targets and select priorities, necessary to develop coordinated company activities in order to reach the general corporate goals with less expenses and stronger effect.

Course content: Major sections of the subject are: Kinds of innovation; technological dynamics of innovations; the triad of the technological process: inventions, innovations, investments; technological quasi-rent; stimulus and source of innovations; innovations and environmental protection; market innovation mechanisms; state and innovations; reorientation of investments to innovations; structure of progressive waves of innovations, etc.

Teaching and assessment: Teaching is conducted through lectures and seminars, meetings with leading experts and controlled out-of-class activity for developing course work. The lectures provide the necessary knowledge on the main theoretical aspects of the thematic range of the subject. Seminars and out-of-class work enable students to expand and assimilate their knowledge. The continuous assessment is a form of control based on the results from tests and evaluation of students' participation activity in the discussions at seminars, and with regard to the fulfilment of out-of-class work as well.

The final mark is based on 10% of lecture attendance, 40% on student's participation activity and 50% of exam performed as tasks presentation. The lecturers control the presentation and form the final grade.

3505 PROJECT MANAGEMENT**ECTS credits:** 5**Weekly workload:** 2lec+1sem+1p**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lecturers:**

Assoc. Prof. Eng. Nikolaj Stefanov Najdenov, PhD, Dept. of Business and Management, tel.:888-520;

E-mail: nmaydenov@ecs.ru.acad.bg

Senior Assistant Daniela Nikolaeva Iordanova, Department of Business and Management, tel:888-520;

E-mail: dyordanova@ru.acad.bg

Abstract:

Project management, with its focus on the accomplishment of unique outcomes with limited resources under critical time constraints is an important aspect of contemporary operations management. This course is designed to teach the basic principles of good project management and will provide students with the knowledge and skills to participate effectively in project teams. The course content has incoming relations with "Planning and prognostication", "Small firm management" and other courses contents and outgoing relations with the development of bachelor thesis and future practice.

Course content:

The course will focus on such topics as: the essence, objective, and main functions of project management, types of public and private projects. Emphasis will be placed on the project management principles, project definition, and project design. Continuing attention will be paid to detailed planning and scheduling, project team building, fund raising, risk management and quality management. Concepts will be applied to monitoring and project completion.

Teaching and assessment:

Most of the teaching is by lecturers introducing the main issues of project management. Practical exercises help students to consolidate the knowledge they gained from the lectures. Computer software packages are used for project management training. Authentic project management forms help task completion.

The final mark is awarded from the results shown in the written exam.

3506 PROJECT MANAGEMENT**ECTS credits:** 2**Weekly workload:** ca**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lecturers:**

Assoc. Prof. Eng. Nikolaj Stefanov Najdenov, PhD, Dept. of Business and Management, tel.:888-520;

E-mail: nnaydenov@ecs.ru.acad.bg

Senior Assistant Daniela Nikolaeva Iordanova, Department of Business and Management, tel:888-520;

E-mail: dyordanova@ru.acad.bg

Abstract:

Project management, with its focus on the accomplishment of unique outcomes with limited resources under critical time constraints is an important aspect of contemporary operations management. This course is designed to teach the basic principles of good project management and will provide students with the knowledge and skills to develop effectively project. The course content has incoming relations with "Planning and prognostication", "Small firm management" and other courses contents and outgoing relations with the development of bachelor thesis and future practice.

Course content:

The course will focus on such topics as project definition and project design including problems diagnostic, project ideas identification, logical matrix development. Continuing attention will be paid to detailed planning and scheduling, resources assignment and budgeting.

Teaching and assessment:

By the end of the second week of the semester the students have a course assignment, which is an individual task based upon all topics discussed in the practical sessions. The course assignment must be 7 to 8 pages long and should be submitted before the end of the semester.

3507 MANAGEMENT POLICY**ECTS credits:** 4**Weekly workload:** 2lec + 1sem**Assessment:** Continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Associated Prof. Mariya Jossifova Andreeva PhD, Department of Business and Management,

tel: 888-726; E-mail: mariaa@uni-svishtov.bg

Abstract:

The subject aims to provide Business Administration students with the basic knowledge and skills to form and implement a certain policy in both of state governance and corporation management. The subject matter is socially orientated towards technologies, mechanisms and variety of implementation forms. Students build on their knowledge in Macroeconomics, Low Basics, Fundamentals of Management, and Human Resources Management. The required knowledge will be essential for their future practice.

Course content:

The following topics are covered: Nature and characteristics of the Management Policy, Principles and factors, which forms the Management Policy, Management relations, Management culture and value system, Management Policy development and implementation – tactics.

Teaching and assessment:

Instruction is carried out via lecturing on the fundamental matters and discussing the specific issues. During the seminars students acquired skills to discuss, to do situational analysis and to make decision on management policy components. There is a paper assignment, which gives students room to voice themselves. Regular attendance is required for the semester certification. The final grade is based on paper assessment and the participation during the seminars and the final discussion.

3492 NEGOTIATIONS IN BUSINESS**ECTS credits:** 3**Weekly workload:** 2lec+ 1sem+ p**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, Business and Management Faculty**Lecturer:** Associate Professor Rada Peneva Karshakova, PhD, Department of European Studies, tel.: 888 810

E-mail: Rkarshakova@ecs.ru.acad.bg

Abstract:

The subject is optional within the framework of the curriculum of Business Administration. The course includes the essence of negotiations, their planning and conducting. It aims to give students general knowledge of the nature and mechanisms of negotiations and some significant practical skills for carrying them out.

Course content:

The course covers the following topics: nature and definition of negotiation, subject and types; styles in negotiating; conception for negotiations of the Harvard Business School (Essentials); planning to negotiate; communicative behaviour during the negotiation; strategy and tactic; techniques of the negotiations; stages; negotiations in a critical situation.

Teaching and assessment:

These include three contact forms: lectures, seminars and a paper (P). The lectures present the theme system of the subject and formulate the issues to be discussed and practically interpreted. The seminars reveal the practical aspects of the subject matter in regard to the real activities within the negotiations. The students are required to attend classes according to the internal university regulations and to participate in the discussions and the analysis of the practical cases. The paper stimulates the application of knowledge for the solution of tasks of planning negotiations.

The continuous assessment (CA) consists of two tests, which include not only multiple choice but also open-ended questions and a practical case. The final ECTS grade is based on continuous assessment (70%) and P (30%).

3509 BUSINESS CORRESPONDENCE**ECTS credits:** 3**Weekly load:** 2lec+1sem+ca**Exam:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Dr. Juliana Popova, Dept. of European Studies, 888811, e-mail: juliana77popova@abv.bg

Pr. Assist..Prof. Iliana Kosharova, Dept. of European Studies, 888810, e-mail: ikosharova@abv.bg

Abstract:

This subject unit aims to build basic knowledge about the main thematic centers and the applied technology of business correspondence, as well as skills and competences for creation and usage of the most important documents in formal organizational structure and external organizational contacts.

Course content:

The subject includes the interpretation of the following topics: Correspondence in the system of business communication; Subject matter, appearance and development of the business correspondence; Types of documents: general administrative documents, commerce documents, Public Relation documents, documents for job applications.

Teaching and assessment:

The study process includes lectures, seminars and preparation of a course assignment. The lectures present the thematic range of the subject unit. The seminars are oriented to the practice through creation of the various documents by the students. The course assignment requires a creative implementation of the acquired knowledge and skills. Continuous assessment is the type of control applied during the semester. It is in the form of one test /60 %/ and student's performance in course assignment /40%/.

3510 BUSINESS GAMES**ECTS credits:** 4**Weekly workload:** 3lec+1sem+2p**Assessment:** Continuous assessment**Type of exam:****Department involved:** Department of Business and Management, Business and Management Faculty**Lectures:**

Assoc. Prof. Emil Krastev Papazov, PhD, Department of Business and Management, Tel: 888-518;

E-mail: epapasov@gmail.com

Lyudmila Mihaylova Mihaylova, PhD, Department of Business and Management, Tel: 888-518;

E-mail: liudmilla@abv.bg

Abstract:

Business games provide students with theoretical and practical knowledge for the usage of causes, games and simulations in taking of management decisions close to reality. Their application helps realize the idea of wide usage of active methods and forms in the academic education. The business game "Investor-industry" has been included as part of this discipline, where corporate goals are achieved in a competitive environment, while the market reaction is simulated by a computer. In this way the game not only provokes the accumulated knowledge the students have in corporate economics and management, but also it lends them the opportunity to acquire valuable practical experience.

Course content:

Introduction: essence, content and functions of business games, their peculiarities and aims. Characteristics, scenario and participations of business game „Investor-industry“. Business games for portfolio analysis and investments, etc.

Teaching and assessment:

The traditional way of delivering lectures will be enriched by visual materials put on slides and/or multimedia packages. At seminars students will work on case studies. The continuous assessment is on the basis of case studies and students' participation. The final note will be the average of the note from the case studies, the note from the test and the one from students' participation in the business game.

2150 BUSINESS PERFORMANCE ANALYSIS**ECTS credits:** 5**Weekly workload:** 3lec+3sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lecturer:**

Assoc. Prof. Stoyan Madjarov, PhD, Dept. of Industrial Management, tel. 888 495

E-mail: snm@ecs.ru.acad.bg

Abstract:

The course examines the methods of analysis of business enterprises performance by applying systemic approaches to the organization of their activities. It aims to provide students with hands-on skills for global assessment of business organizations and to help them acquire the analytical approach to the Genesis – Diagnosis – Prognosis relationship.

Course content:

Introduction; Business companies as objects of assessment and diagnosis; Types of diagnoses: prevention, recovery, pre-investment and comparative diagnoses; Organization of the diagnostic investigation; Assessment of the economic, financial and resource situation; Analysis and diagnosis of the production process, finished goods, the information system, the organization structure and the staffing levels of companies; Complex diagnostic assessment; Assessment of target productivity and performance.

Teaching and assessment:

The course is taught by using a combination of lectures and seminars. The lectures are designed to introduce students to the theoretical fundamentals. The seminars are designed to involve students in acquiring hands-on skills by studying real-life cases. The students are encouraged to work in small teams first and the achieved results are discussed by the whole group afterwards. The final exam is written and is on the material included in the syllabus.

3512 INTERNATIONAL BUSINESS**ECTS credits:** 5**Weekly workloading:** 3lec + 3sem**Assessment:** exam**Type of exam:** written**Department involved:** Business and Management Department, Business and Management Faculty**Lecturer:**Assoc. Prof. Tania Vesselinova Gorcheva, Ph.D., Department "Business and Management",
tel.: 888 357, e-mail: gorcheva@uni-svishtov.bg**Abstract:**

The discipline "International Business" is a compulsory eligible course from the syllabus for Bachelor degree in Business Administration. Admission relations to the lecture course in "International Business" are the knowledge on the field of "Microeconomics" and "Foundation of Management" and outlet connections are direct or indirect applications of the discipline in self-preparation of the student for graduation paper or in practice. The discipline is about to provide indispensable amount of knowledge in the following directions: general trends in modern world economy, essence of the internationalization and globalization, regional integration; Common policies of EC and priority directions of Bulgarian participation in EC; general forms of production cooperation in international plan, international sale peculiarities and conditions of international contract for international sale.

Course content:

Scope and trends of the international business- internationalization and globalization of the business. Regionalization - framework of the international business today. Main parameters for characterizing of the international business environment. Forms and methods of the international business. International market and global business environment. Regional economic integration. Regional free trade area in the European business. Evolution of the European economic integration. Common trade policy of the European Union. International organizations and institutions regulated business.

Teaching and assessment:

The main course of the discipline is provided through lectures and the seminars are focused on the main themes so to extend the knowledge of students and to help them in obtaining particular practical skills for optimal business decisions. Current control in discipline is taken through the seminars on the basis of activity extent of the students in discussions of practical cases and by tests. The active form of tuition in that discipline is two control tests. The purpose is students to adopt skills for adequate presentation of their basic knowledge and to adopt additional skills in analyzing and solving current problems of the international business. Students work is controlled by estimating their knowledge during the examination. The written examination mark forms 70 % of the final assessment on the discipline, and the assignment and student work during the seminars forms the last 30 %. According to the Regulations of University of Ruse "Angel Kantchev", countersign is given to students who have visited 85 % of the lectures and 100 % of the seminars.

3514 POST-SEMESTER PRACTICE**ECTS credits:** 2**Duration:** 4 weeks**Department involved:** Department of Business and Management, Faculty of Business and Management**Abstract:**

Post-semester practice aims to give students the opportunity of a work placement with a local company or firm. There they can get acquainted with the daily routine of a living business organism. In addition their temporary work within the business organization is jointly supervised by the Department of Business and Management and the respective company or firm. Thus post-semester work placement ensures the link between theory and practice and often results in long-term job placements for the more hard-working students.

Content:

During this temporary work placements students have the task to as much about the company/firm as possible in terms of: address; history of development, short-term and long-term goals of the organization; analysis of the external business environment i.e. clients, competitors, business state regulations corporate culture of the organization; production analysis; marketing mix analysis; financial status; styles of leadership; potential risks and opportunities.

Teaching and assessment:

Work in the business organization is adequately documented according to University of Ruse standards, adopted by Faculty of Business and Management. Students are expected to observe local business ethics when doing this. The business organization issues a certificate of work placement which is presented to the Department of Business and Management as an official proof that post-semester practice has been assessed as successful. Close links with the departmental post-semester practice supervisor are a necessity.

**3515 DIPLOMA THESIS
(FOR STUDENTS WHOSE AVERAGE SEMESTER SCORE IS ABOVE 4.50)**

ECTS credits: 8

Assessment: exam

Type of exam: oral and written

Department involved: Department of Business and Management, Faculty of Business and Management

Lecturers:

Diploma Thesis supervisors from the Department of Business and Management, tel: 888-726.

Abstract:

The Diploma Thesis demonstrates the ability of the student for in-depth and independent research and is presented before the State Examination Board in compliance with the internal regulations of the university or graduate research work.

Content:

The paper should reveal the goals, methods of research and major findings of the student in the sphere of business management and/ or any branch of the country's economy. It might be structured as follows: Introduction, theoretical analysis of the problem researched, conclusion which may include recommendations for the practical implementation of research results, appendices consisting of tables, graphs, figures, documents, etc.

Technology of work and assessment:

The Diploma Thesis is edited, proofread and documented by the student according to current university and faculty standards. It is reviewed and assessed and then admitted for public defense before the State Examination Board. Assessors and reviewers are decided at a departmental meeting. The State Examination Board, appointed by the Rector of the university and approved by the department and the Dean of Faculty of BM is fully authorized to execute the examination procedure, giving the student two grades, one for the paper itself (structure, coherence, in-depth analysis, creative approach to the problem) and one for the ability to defend his/her case in public.

STATE EXAM (for students whose semester average score is less than 4.50)

on

1. THEORY OF MANAGEMENT
2. GENERAL ECONOMICS

ECTS credits: 10

Assessment: exam

Type of exam: written

Department involved: Department of Business and Management, Faculty of Business and Management

Abstract:

The students in Business Administration sit for two state exams to be awarded the educational degree of a bachelor. State Examination Board appointed by the Rector of the University of Ruse upon a proposal of the department involved carries out the assessment in the procedure.

**UNDERGRADUATE
STUDIES
IN
MARKETING**

**PROFESSIONAL STANDARDS
OF THE BACHELOR IN
MARKETING**

Title of Degree Course: **Marketing**
Educational - qualification degree: **Bachelor**
Professional qualification: **Economist**
Duration: **4 years (8 semesters)**

The Marketing degree course provides highly qualified and wide-profile specialists-economists in Marketing of companies, organizations and cooperatives, which are engaged in economic activities. It meets the strongly expressed demand for business marketing experts, who can work in a highly dynamic Environment, economic risk, diversification of production, strong competition, growing information streams, etc.

The professional qualification **of graduates is an economist with an educational-qualification degree Bachelor.**

Education in this degree course provides knowledge in several areas:

- Economics, financing and accounting, law,
- Mathematics and statistics, operational research, informatics,
- Marketing-theory, methodology, methods and types of marketing,
- Fundamentals of management, forecasting and planning,
- Consumer and investment goods marketing, logistics,
- International marketing, sales and advertising marketing.

The graduate from the Marketing degree course acquires:

- Wide economic and marketing competences, which allows him/her to solve various problems;
- Concrete competence, which allows him/her to synthesize complex decisions on goods and services depending on their specific features,
- Special competence to work at a higher level in hierarchy.

On the basis of knowledge obtained through the course **general and special skills** are formed to: develop marketing strategies and marketing plans for corporate activities; use contemporary methods and techniques for marketing research, develop and form new needs through advertising; use information technology, motivate staff and at the same time communicate with business circles. Bachelors in Marketing can be employees in big, small and medium-sized companies, representatives of companies, councillors, experts and consultants in various organizational structures.

CURRICULUM
of the degree course in
MARKETING

Year One

Code	Semester 1	ECTS	Code	Semester 2	ECTS
	Compulsory subjects			Compulsory subjects	
0490	Economic History	5	0589	Microeconomics	6
0491	Mathematics – Part I	4	0590	Mathematics - II	5
0544	Informatics	5	0591	Accounting – Part I	5
0545	Basics of Law	5	0716	Statistics – Part I	5
	Elective subjects from group '1'	8		Elective subjects from group '3'	6
1562	<i>English</i>		2105	<i>English</i>	
1564	<i>German</i>	8	2106	<i>German</i>	6
1565	<i>French</i>		2107	<i>French</i>	
0546	<i>Russian</i>		0752	<i>Russian</i>	
1566	<i>European Area Studies (Anglophone component)I</i>	8	2096	<i>European Area Studies (Anglophone component)II</i>	6
1567	<i>European Area Studies (German language component)I</i>	8	2097	<i>European Area Studies (German language component)II</i>	6
1561	<i>European Area Studies (French language component) I</i>	8	2098	<i>European Area Studies(French language component) II</i>	6
	Elective subjects from group '2'	3		Elective subjects from group '4'	3
0567	<i>Philosophy</i>	3	0569	<i>Political Science</i>	3
0568	<i>History of Religious Teachings</i>	3	0587	<i>Introduction into Eu Integration</i>	3
	Total for Semester 1:	30		Total for Semester 2:	30

Year Two

Code	Semester 3	ECTS	Code	Semester 4	ECTS
	Compulsory subjects			Compulsory subjects	
3516	Macroeconomics	6	3526	World Economy	6
3517	Accounting – Part II	5	3527	Financing	7
3518	Information technologies for Business	6	3528	Fundamentals of Management	6
3519	Statistics – Part II	5	3529	Economic Theories	5
3520	Trade Law	4	3530	Sustainable Regional Development	3
	Elective subjects from group '5'	4		Elective subjects from group '6'	3
3521	<i>Psychology of the Individual</i>	4	3530	<i>Sustainable Regional Development</i>	3
3522	<i>Sociology</i>	4	3531	<i>Economic Geography of Europe</i>	3
3523	<i>Professional Communication in English-1</i>		3532	<i>Economic Geography of Bulgaria</i>	3
3524	<i>Professional Communication in German 1</i>	4	3533	<i>Professional Communication in English-2</i>	3
	<i>Professional Communication in French 1</i>	4	3534	<i>Professional Communication in German 2</i>	3
			3535	<i>Professional Communication in French 2</i>	3
	Total for Semester 3:	30		Total for Semester 4:	30

Year Three

Code	Semester 5	ECTS	Code	Semester 6	ECTS
	Compulsory subjects			Compulsory subjects	
3537	Marketing	7	3546	Marketing Research	4
3538	Labor Economics	5	3548	Product and Innovation Policy	5
3539	Company Planning	5	3549	Transactions at Organized Markets	5
3540	International Corporate Trade Activities	7	3545	Economy of the Enterprise	6
	Elective subjects from group '7'		3550	Technology and Base of Industrial Production	4
3542	Consumer Protection	3			
3541	European Union Law	3			
	Elective subjects from group '8'		3547	Marketing Research – course project	2
3544	Public Relations	3		Elective subjects from group '9'	4
3543	Business Negotiations and Correspondence	3	3552	Insurance Marketing	4
			3553	Direct Marketing	4
			3554	Social Marketing	4
	Total for Semester 5:	30		Total for Semester 6:	30

Year Four

Code	Semester 7	ECTS	Code	Semester 8	ECTS
	Compulsory subjects			Compulsory subjects	
3555	Distribution policy	5	3564	Communication Policy	5
3556	Project Management	7	3565	Pricing Policy	5
3557	International Businesses Operations	6	3566	International Marketing	5
3558	Organization and Operation of Industrial Production	6	3567	Consumer Behavior	5
	Elective subjects from group '10' – two subjects are chosen	6			
3560	Marketing of Intellectual Products	3	3568	Graduation Procedure	10
3562	Political Marketing	3		1. State exam in Marketing	
3563	Ergonomy and Design	3		2. State exam in Micro- and Macroeconomics	
	Total for Semester 7:	30		Total for Semester 8:	30

Total for the period of study: 240 ECTS credits

0490 Economic History**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tel: 888 - 557,

E- mail: DMinchev@ru.acad.bg

Abstract:

The subject History of the Economy encompasses the period from the beginning of the economic processes in the middle of the XVII century, preceding the modernization (industrial age), to the recent day when prerequisites were created for transition to a post-industrial society. On this background on the basis of comparative analysis the economic development on Bulgarian territories from the Renaissance until the end of the last decade is also considered.

Course content:

Theoretical and methodological foundations of economic history. The beginning of Modern times (the manufacturing era) XVII - XVIII century. Economic development of states during the pre-monopolistic industrial period (the end of XVIII century to the 1870s). Economic development of the world from the 1870s to World War One. Economic development of the world between the two world wars. Economic development of the world after the end of World War Two till the present day.

Teaching and assessment:

The course in Economic History is delivered in two main forms - lectures (45 hours for the semester) and seminars (15 hours). In the lectures the focus is mainly on clarifying the economic processes in world and European perspective as the economic development of the largest countries is of greatest interest. In the seminars the focus is exclusively on the problems of the home economic history in different periods of the country's development. Continuous assessment is applied to check the students' knowledge at seminars. The course finishes with an exam.

0491 Mathematics Part 1**ECTS credits:** 4**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Algebra and Geometry, Faculty of Education**Lecturers:**

Assoc. Prof. Petar Ivanov Rashkov, PhD, Dept. of Algebra and Geometry, tel: 888 - 453;

E-mail: tpeter@ami.ru.acad.bg

Assoc. Prof. Tsetska Grigorova Rashkova, PhD, Dept. of Algebra and Geometry, tel: 888 - 453;

E-mail: tcetcka@ami.ru.acad.bg

Abstract:

The subject helps students form basic notions about mathematical methods necessary to create models of economic phenomena. Several such simple models are considered. The subject lays the foundations for further studies of quantitative methods for exploring economic phenomena.

Course content:

Equations and inequalities. Systems of linear equations. Matrices and determiners. Matrix equations, Leontief's static model. Numeric sequences and series. Simple and complex interest. Discount - description and methods. Annuity. Derivative. Application of the derivative in economics. Function elasticity - definition, elasticity of supply and demand. Indefinite integral - definition, methods of calculation. Definite integral - definition, geometric meaning, calculation. Application of the definite integral in economics.

Teaching and assessment:

The theoretical basis of the topics presented at lectures is applied at seminars through solving problems; individual practice is accomplished by weekly assignments. Two written tests are administered and students with grades above 4.50 are exempt from an exam and their semester grade is formed on the basis of an interview with the lecturer. Students are given 6 problems at the exam and they have to solve at least 3 to pass.

0544 Computer Science**ECTS credits:** 5**Weekly workload:** 1lec+ 3ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. P. Sigalov

Assistant prof. M. Andreeva

Abstract:

The course aims to acquaint students with the computer as a technical means and with the software packages. It is the goal of the practical work of the students learn to use a computer in their work and the most regularly applied programme systems.

Course content:

Brief history of the development of computers, computer classification; the Entrance / Exit devices, an international memory chip ; Computer networks - Local , world , Internet ; Operation systems, operation center stages with a graphic interface ; Systems for word processing, electronic tables ; Data bases, relational data bases ; Systems for computer graphics.

Teaching and assessment:

The practice sessions are carried out in computer labs. Students must show they use the programme systems successfully. During the semester the theoretical knowledge of students is monitored and checked by regular tests. At the end of the semester a test on the entire material,, including 100 questions is a prerequisite for the students to have a passing grade. The final ECTS grade is based on the regular tests and the final semester test.

0545 Basics of Law**ECTS credits:** 6**Weekly workload:** 4lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Civil Law, Faculty of Law**Lecturers:**

1. Assoc. Prof. Lachezar Ivanov Dachev, J. D., Dept. of Public Law, tell: 451-064
2. Assistant Prof. Katya Petkova Raikova, Dept. of Civil Law, tell: 451-064
3. Assistant Prof. Atanas Hristov Georgiev, Dept. of Civil Law, tell: 451-064
4. Assistant Prof. Ivailo Todorov, Dept. of Public Law, tell: 451-064

Abstract:

The Basics of Law course aims to acquaint students with the subject matter, functions, method and approach of the general theory of law, the state - law relations, the sources of law, subjective law and judicial norms in the main branches of law, their action, interpreting and meaning, legal bodies, legal facts and objects, rise and development of relations between traders, public law relations between the state and subjects - persons and legal bodies.

Course content:

The course can structurally be subdivided into three separate sections, each of which includes questions clarifying what is typical and specific about the different types of arising judicial relationships. More precisely, the course includes: The forms of and theories about the origins of law. Types of legal norms and their action. Civil law interpretation. Notion of private law and legal obligation and types of individual rights. Notion of trader and acquiring trader's quality..

Teaching and assessment:

The lecture topics enable students to get acquainted with basic regulatory acts in the field of law and its branches; to interpret and analyze legal norms; to compare at theoretical level the separate judicial bodies and institutions. In the course of study, the lecturers emphasize on the specifics of property and contractual law. Lectures and seminars are organized in parallel. Discussions are held, main aspects are highlighted and the preparation is assessed during the seminar. The exam implies students answering two questions in writing, elaborating on them afterwards, answering additional questions from the course content, about which the examiner may decide to ask, and the examiner assesses the degree to which the material has been acquired. In giving the grade, the examiner takes into account the student's performance at seminars.

1562 English part I; 1564 German Part I; 1565 French Part I; 0546 Russian part I**ECTS credits:** 8**Weekly workload:** 7ps**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Foreign Languages, Faculty of Business and Management**Lecturers:****English's:** Lecturer Angela Metodieva Spassova, Dept. of Foreign Languages, tell: 888 816E-mail: aspasova@ecs.ru.acad.bg

Lecturer Elitsa Dimitrova Georgieva, Dept. of Foreign Languages;

E-mail: edgeorgieva@ecs.ru.acad.bg**German:** Sr Lecturer Sergey Vassilev Bartenev, Dept. of Foreign Languages ; tell: 888 824;E-mail: sbartenev@ecs.ru.acad.bg**French:** Sr Lecturer Roumyana Ivanova Milanova, Dept of Foreign Languages;E-mail: rmivanova@ecs.ru.acad.bg;**Russian:** Sr Lecturer Iliyana Gancheva Benina, Dept. of Foreign Languages ;E-mail: ibenina@ecs.ru.acad.bg;**Abstract**

The foreign language module I aims to achieve communicative competence in the area of the subject specialism and the future job. The teaching objectives comprise the development of reading comprehension skills to handle specialist texts and the acquisition of communication skills to interact successfully in professional settings and everyday situations. The course is elective, group 1.

Course content:

Meeting people. Telephoning. Company Presentation. Product Description. Reporting. Socializing. Meetings. Making Arrangements. Describing Trends.

Teaching and assessment:

To acquire the necessary language knowledge and to develop skills in using the language as a means of communication a wide range of authentic and specially constructed texts (i. e. articles, diagram and tables, brochures and catalogues etc.) as well as audio, video, and multimedia materials are used. In class students participate in role plays, business simulation games, pair and group activities and they are encouraged to work on their own on their translation assignment. Continuous assessment involves at least two written tests and oral testing as well.

1566 European Area Studies (Anglophone Component) Part One**ECST credits:** 8**Weekly workload:** 7ps**Assessment:** continuous assessment**Type of Exam:** written and oral**Department involved:** Department of European Studies, School of Business and Management**Lectuerer:** Principal Assistant-Professor Roumyana Petrova Stoyanova, PhD

Department of European Studies, Tel. (082) 888 811; (082) 846 106;

E-mail: Fulbright@ru.acad.bg roumyanapetrova@yahoo.com**Abstract**

European Area Studies (Anglophone Component) Parts One and Two is an obligatory option (with English as a Foreign Language as an alternative course) in the International Economic Relations degree curriculum. They are studied in the first and the second semester. An important prerequisite is that as EAS (AC) is conducted entirely in English. The course is elective, group 1.

Course content:

As the EAS (AC) aims to present in a systemic way the authentic Anglophone culture in its entirety and specificity, it includes a variety of essential facts about the Anglophone world with a special stress on Britain and England. Part One in semester one centers on the physical and cultural geography of the English-speaking countries covering the most significant cultural periods in the history of Britain from the beginning up to the Enlightenment.

Teaching and assessment:

Assessment includes 20 % from the student's in-class participation, 40 % from the term test done as scheduled, and 40 % from the submitted and presented as scheduled research paper. 100 % is the highest mark (excellent 6), 40 % is the lowest passing mark (fair 3), less than 40 % is failure. Correction exams include an oral presentation of two of the covered topics randomly selected by the student and a written term test.

1567 European Area Studies (German - speaking countries) part 1**ECTS credits:** 8**Weekly workload:** 7ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Pr. Assist. Prof. Zoya Todorova, . Department of European Studies, tel.: 888 811

E-mail: ztod@abv.bg

Abstract:

This course from the International Economic Relations Degree curriculum becomes compulsory upon election. It is usually chosen by first year students who have been admitted to the degree course following an Entrance Exam in German Language (Advanced level). This is the first part of a course initiating students into the major aspects of the social, political, economic, and cultural life of the German speaking area of Europe. It aims to build up skills for comparative studies of the region and encourages students to acquire patterns, techniques and tools for successful language communication in an academic or business environment. The course is elective, group 1.

Course content:

Physical geography of the region. Foundation of the German speaking states. Comparing the political and administrative structure of the German speaking states. Demographic development. Patterns of communicative activities – summarizing, giving definitions, describing objects, events and people, negotiation, argumentation, debate and academic essay writing.

Teaching and assessment:

Teaching is conducted through practical seminars. Topics are well visualized through a variety of didactic material. The communication patterns follow the progression: demonstration, analysis, commentary and realization of concrete practical tasks. Simulation and role-play are amongst the most preferred teaching methods. Students are given course assignments, an act allowing them to work individually or in small teams towards a theme chosen from the subject matter of the discipline. Students whose command of German is at a lower level are allowed the alternative to translate texts, linked thematically to the subject of the course. Final assessment is based on three components: attendance and participation, tests and semester course assignment.

1561 European Area Studies (French - speaking component), part 1**ECTS credits:** 8**Weekly workload:** 7 ps**Forms of Assessment:** Continuous Assessment**Type of Exam:** Oral and Written**Department:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Pr. Assist. Prof. Romyana Tsvetanova Sobadjieva, Dept. of European Studies, tel: 888 811

E-mail: rumi_mihailova@yahoo.fr or rsobadjieva@ru.acad.bg**Abstract**

The course in European Area Studies (French - speaking component) is designed for first year students of the International Economic Relations and Marketing Degree courses. It becomes a compulsory course the first and the second semester the moment it has been selected by the respective students. It is a necessary prerequisite to continue the module courses conducted in French within the above mentioned BA programs. It has the goal to prepare the students in terms of language competence and appropriate cultural behavior with view to their future business contacts. The course is elective, group 1.

Course content

The course gives basic knowledge about France and all French-speaking countries in Europe.

Teaching and assessment

The course is led entirely in French. Study material is based on handouts which are currently updated. Presentations and discussion are major and preferred forms of control and feedback. Stress is laid on oral and written communicative skills. The course includes two written tests. The final ECTS grade is formed as the average result from the two tests and the doubled grade from the course.

0567 Philosophy**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Social Studies, Faculty of Education**Lecturers:**

Dr. Maria Petkova Rainova, Ph D, Dept of Social Studies

Abstract:

The essence, content and function of Philosophy are revealed on the basis of studying it as an element in the system of the spiritual culture. The course aims to bring students closer to the humanitarian aspects of culture and form a system of ideals and universal values and general principles of ethical and social behavior. This course is elective, group 2.

Course content:

Philosophy and civilization. Ancient Greek philosophy from the early, mature and late antiquity. The rise of the humanitarian culture and adoption of a new system of values. The scientific revolution and the philosophy of the new times. Marx's philosophy and its critics. Main trends in modern western philosophy. Man in the historical process. Mind and spiritual activity. Cognition, truth, values.

Teaching and assessment:

The lecture and the informal debate are the main methods in presenting the information, which is structured on the basis of combining the approaches of history and logic. By applying the method of history, one can reveal how the content of philosophy changes depending on which element of culture dominates or has reached its highest level at a particular point. Through the logical method philosophical problems are outlined more clearly. During the lectures informal talks are used to stimulate students' thinking and develop cognitive attitude towards philosophical problems - the latter is achieved mainly at seminars. Requirements for a student to have a semester validation - regular attendance of seminar exercises and active participation in the debate. In the Philosophy course achievement is measured by continuous assessment. Continuous control is done first, at lectures while formulating problems and elaborating on them and secondly, at seminars while debating. Writing essays on particular topics and their discussion at seminars is a more individualized task performed by students. At the end of the semester there is a discussion on all topics as a result of which the final grade is formed.

0568 History of the Religious Teachings**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Social Studies, Faculty of Education**Lecturers:** Assistant-Professor Z. Ivanova tell: 841 609, 888 246**Abstract:**

The course is linked with the rise and formation of the religious idea in primitive societies and the later more profound formation of religious and philosophical beliefs and world religions. The common elements of these religious beliefs are revealed which brings us to the idea of common religious roots and values on the planet. The content of the course enriches the cultural background of the students.

Course content:

The birth of the religious idea. Buddhism. Judaism. Christianity. Islam. The greatest enlightened teachers of humanity and the values preached by them.

Teaching and assessment:

The lecture course is based on the principle of juxtaposition and contrast. The course finishes with an exam. The Final ECS grade is based on regular attendance, participation in lectures and seminars and the results from the final unseen written exam.

0589 Microeconomics**ECTS credits:** 6**Weekly workload:** 3lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Business and Management Faculty**Lecturers:**

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tel: 888 - 557,

E- mail: DMinchev@ecs.ru.acad.bg

Assoc. Prof. Emil Georgiev Trifonov, PhD, Dept. of Economics, tel: 888 - 557

Abstract:

The subject Microeconomics is a part of the existing course in Economics. The other two integral parts are Macroeconomics and World Economy. Microeconomics studies the most general notions, categories and laws characterizing the behaviour of the company under market conditions. It analyses the behaviour of the separate market entities without differentiation between them. The subject is closely related to the above-mentioned parts of Economics - Introduction to Micro and Macroeconomics as well as Macroeconomics. Mathematics is a prerequisite for the course and it in turn is a prerequisite for Macroeconomics and all specific economic disciplines.

Course content:

Introduction to Microeconomics. Demand and supply on the separate markets. A model of a customer's demand and behaviour. Production process. Production expenses and company income. Perfect competition and supply. Imperfect competition and supply. Production factors and pricing. Labor market. Capital market. Land market. Distribution of income and wealth. General market equilibrium.

Teaching and assessment:

Training is conducted by lectures where information is presented and seminars where some questions raised in the lectures are further clarified with the active involvement of the students. Students' participation in seminars is through presentations, talks, essays and reviews prepared on their own initiative or assigned by the lecturer, which represents their extramural activity. The examination is the final type of control but continuous assessment is applied, too. It is in the form of two term tests (TT1 and TT2) and student's performance (SP). At the end of the semester a continuous assessment mark is formed as the average of the TT1, TT2 and SP marks. The final ECTS grade is the average of the continuous assessment grade and the exam grade.

0590 Mathematics Part 2**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Algebra and Geometry, Faculty of Education**Lecturers:**

Assoc. Prof. Petar Ivanov Rashkov, PhD, Dept. of Algebra and Geometry, tel: No 888 - 453;

E-mail: tpeter@ru.acad.bg

Assoc. Prof. Tsetska Grigorova Rashkova, PhD, Dept. of Algebra and Geometry, tel: No 888 - 453;

E-mail: tcetcka@ru.acad.bg

Abstract:

The subject continues to assist students in forming general notions about mathematical methods which are used to model economic phenomena. A number of such models are considered. Together with Mathematics Part 1, the subject is a prerequisite for further studies of quantitative methods for exploring economic phenomena.

Course content:

A function of two variables. Extreme with and without constraints. Power series. Power series in economic models. Differential equations. Ordinary differential equations (ODE) of the first order. Linear ODE of the second order with constant coefficients. Mathematical models of economic phenomena based on the use of ODE. Difference equations and their application in Economics.

Teaching and assessment:

The theoretical basis of the topics presented at lectures is acquired at seminars through solving problems and the individual practising and reinforcing is accomplished by weekly assignments. Two written tests are administered and students with grades above 4.50 are exempt from an exam and their term mark is formed on the basis of an interview with the lecturer. Students are given 6 problems at the exam and they have to solve at least 3 in order to pass.

0591 Accounting Part I**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Vasil Bojkov, Department of Economics, tell: 888 - 357

Abstract:

The subject aims to introduce the students to the nature and importance of accounting as a main component of the economic information system and particularly to explain the genesis and theoretical basis of accounting and thus facilitate the acquiring of methodology, applied in accounting practice in different branches of economy. Studying it is important for acquiring knowledge in other economic subjects and mostly in finance, economic and financial analysis and control.

Course content:

The aim of the subject contents is to prove that accounting is a product of an objectively and historically determined process of learning about social life; that its basic principles are founded on scientifically established truths and regularities; that it is an important means of overcoming the subjectivism in economic conclusions and assessments, of introducing and developing scientific knowledge. The issues of the subject and methods of accounting, the areas and modes of its application and the system of its legal regulation are explained from the point of view of solid scientific and theoretical positions.

Teaching and assessment:

These are in conformity with the need to translate the scientific knowledge and to turn it from potential into an immediate production force. Hence, the theoretic interpretation of the problems is inextricably bound to the needs and demands of practice. The seminars also contribute to this goal.

0716 Statistics Part 1**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Dept. of Numerical Methods and Statistics, Faculty of Education**Lecturers:**

Prof. Atanas Leshkov Mitkov, PhD Eng, Dept. of Agricultural Machines, tell: 888-313,

E-mail: amitkov@ecs.ru.acad.bg

Principal Lecturer Todor Tsanev Todorov, Eng., Dept. of Numerical Methods and Statistics, tell: 888 – 536,

E-mail: ttodorov@ecs.ru.acad.bg

Abstract:

The subject includes the main topics of mathematical statistics. It enables students to solve particular problems from the economic practice and apply relativity and statistics orientated approach in their future career. Mathematics Part 1 and Mathematics Part 2 are prerequisites for the subject and it in turn is a prerequisite for Statistics Part 2 and Operational Research as well as some other economics disciplines.

Course content:

General (cybernetic) approach to studying objects through experiments and observation. Main problems of mathematical statistics. Point and interval evaluation. Statistical hypothesis verification. Correlation analysis elements. Single factor regression analysis. Multi-factor regression analysis.

Teaching and assessment:

The theoretical knowledge obtained through lectures is reinforced at seminars. The examination tickets which students draw include two questions and one problem.

2105 English part I; 2106 German Part I; 2107 French Part I; 0752 Russian part I**ECTS credits:** 6**Weekly workload:** 6ps**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Foreign Languages, Faculty of Business and Management**Lecturers:****English's:** Lecturer Angela Metodieva Spassova, Dept. of Foreign Languages, tell: 888 816E-mail: aspasova@ecs.ru.acad.bg

Lecturer Elitsa Dimitrova Georgieva, Dept. of Foreign Languages;

E-mail: edgeorgieva@ecs.ru.acad.bg**German:** Sr Lecturer Sergey Vassilev Bartenev, Dept. of Foreign Languages ; tell: 888 824;E-mail: sbartenev@ecs.ru.acad.bg**French:** Sr Lecturer Roumyana Ivanova Milanova, Dept of Foreign Languages;E-mail: rmivanova@ecs.ru.acad.bg;**Russian:** Sr Lecturer Iliyana Gancheva Benina, Dept. of Foreign Languages ;E-mail: ibenina@ecs.ru.acad.bg;**Abstract**

The foreign language module II aims to achieve communicative competence in the area of the subject specialism and the future job. The teaching objectives comprise the development of reading comprehension skills to handle specialist texts and the acquisition of communication skills to interact successfully in professional settings and everyday situations. The course is elective, group 1.

Course content:

Meeting people. Telephoning. Company Presentation. Product Description. Reporting. Socializing. Meetings. Making Arrangements. Describing Trends.

Teaching and assessment:

To acquire the necessary language knowledge and to develop skills in using the language as a means of communication a wide range of authentic and specially constructed texts (i. e. articles, diagram and tables, brochures and catalogues etc.) as well as audio, video, and multimedia materials are used. In class students participate in role plays, business simulation games, pair and group activities and they are encouraged to work on their own on their translation assignment. Continuous assessment involves at least two written tests and oral testing as well.

2096 European Area Studies (Anglophone Component) Part two**ECST credits:** 6**Weekly workload:** 6ps**Assessment:** continuous**Type of Exam:** written and oral**Department involved:** Department of European Studies, School of Business and management**Lecturer:** Principal Assistant-Professor Roumyana Petrova Stoyanova, PhD, Department of European Studies

Tel. (082) 888 811; (082) 846 106;

E-mail: Fulbright@ru.acad.bg roumyanapetrova@yahoo.com**Abstract**

European Area Studies (Anglophone Component) Parts One and Two is an obligatory option (with English as a Foreign Language as an alternative course) in the International Economic Relations degree curriculum. They are studied in the first and the second semester. An important prerequisite is that as EAS (AC) is conducted entirely in English. The course is elective, group 3.

Course content:

As the EAS (AC) aims to present in a systemic way the authentic Anglophone culture in its entirety and specificity, it includes a variety of essential facts about the Anglophone world with a special stress on Britain and England. Part One in semester one centers on the physical and cultural geography of the English-speaking countries covering the most significant cultural periods in the history of Britain from the beginning up to the Enlightenment.

Teaching and assessment:

Assessment includes 20 % from the student's in-class participation, 40 % from the term test done as scheduled, and 40 % from the submitted and presented as scheduled research paper. 100 % is the highest mark (excellent 6), 40 % is the lowest passing mark (fair 3), less than 40 % is failure. Correction exams include an oral presentation of two of the covered topics randomly selected by the student and a written term test.

2097 European Area Studies (German - speaking countries) , part 2**ECTS credits:** 6**Weekly workload:** 6ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Pr. assist. Prof. Zoya Todorova, . Department of European Studies, tel.: 888 811

E-mail: ztod@abv.bg

Abstract:

This course from the International Economic Relations and Marketing students becomes compulsory upon election, group1 electives. It is usually chosen by first year students who have been admitted to the degree course following an Entrance Exam in German Language (Advanced level). This is the first part of a course initiating students into the major aspects of the social, political, economic, and cultural life of the German speaking area of Europe. It aims to build up skills for comparative studies of the region and encourages students to acquire patterns, techniques and tools for successful language communication in an academic or business environment.

Course content:

Physical geography of the region. Foundation of the German speaking states. Comparing the political and administrative structure of the German speaking states. Demographic development. Patterns of communicative activities – summarizing, giving definitions, describing objects, events and people, negotiation, argumentation, debate and academic essay writing.

Teaching and assessment:

Teaching is conducted through practical seminars. Topics are well visualized through a variety of didactic material. The communication patterns follow the progression: demonstration, analysis, commentary and realization of concrete practical tasks. Simulation and role-play are amongst the most preferred teaching methods. Students are given course assignments, an act allowing them to work individually or in small teams towards a theme chosen from the subject matter of the discipline. Students whose command of German is at a lower level are allowed the alternative to translate texts, linked thematically to the subject of the course. Final assessment is based on three components: attendance and participation, tests and semester course assignment.

2098 European Area Studies (French - speaking component), part 2**ECTS credits:** 6**Weekly workload:** 6 ps**Forms of Assessment:** Continuous Assessment**Type of Exam:** Oral and Written**Department:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Pr. Assist. Prof. Romyana Tsvetanova Sobadjieva, Dept. of European Studies, tell: 888 811

E-mail: rumi_mihailova@yahoo.fr or rsobadjieva@ru.acad.bg

Abstract:

The course in European Area Studies (French - speaking component) is designed for first year students of the International Economic Relations and Marketing Degree courses. It becomes a compulsory course the first and the second semester the moment it has been selected by the respective students. It is a necessary prerequisite to continue the module courses conducted in French within the above mentioned BA programs. It has the goal to prepare the students in terms of language competence and appropriate cultural behavior with view to their future business contacts. The course is elective, group 1.

Course content:

The course gives basic knowledge about France and all French-speaking countries in Europe.

Teaching and assessment:

The course is led entirely in French. Study material is based on handouts which are currently updated. Presentations and discussion are major and preferred forms of control and feedback. Stress is laid on oral and written communicative skills. The course includes two written tests. The final ECTS grade is formed as the average result from the two tests and the doubled grade from the course.

0569 Political Science**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Social Studies, Faculty of Education**Lecturers:**

Assoc. Prof. Velichko Kirchev Panteleev, D Hist, Department of Social Studies, tell: 888-760

Abstract:

The elective course (group 2) aims at introducing students to major trends in contemporary political science. It helps to improve their political culture and to acquire knowledge about civilized methods for solving social conflicts. Students can orient themselves in complex political processes, acquire skills for political analyses and prognoses and to form their political behaviour. This course is elective (group 4).

Course content:

Object of political science. Analysis methods. Political thought development. Contemporary political theories. Nature and role of politics. Power as a social phenomenon. Political system. The state – major characteristics. Parliamentarism. Constitutionalism. Political parties and pressure groups. Political leadership. Political culture. Transition from totalitarianism to democracy.

Teaching and assessment:

The course taught by lectures and seminars concludes with continuous assessment based on short essays, seminar presentations and one written test.

0587 Introduction into European integration**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Social Studies, Faculty of Education**Lecturers:**

Assoc. Prof. Velichko Kirchev Panteleev, D Hist, Department of Social Studies, tell: 888-760

Abstract:

The discipline works on the awareness of young Bulgarians to European integration issues. It acquaints them with the institutions of the EU and makes an attempt at clarifying how the EU works as a political, economic and cultural system. This course is elective (group 4).

Course content:

Students have the opportunity to make a quick review of European development compared to Bulgaria's development in the 20th century. Institutions of the EU and relations among them.

Teaching and assessment:

The subject is taught by lectures and seminars and concludes with continuous assessment based on short essays, seminar presentations and one written test.

3516 Macroeconomics

ECTS credits: 6

Weekly workload: 3lec+2sem

Assessment: exam

Type of exam: written and oral

Department involved: Department of Economics, Business and Management Faculty

Lecturers:

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tell: 888 - 557,

E-mail: DMinchev@ecs.ru.acad.bg

Abstract:

As a subject Macroeconomics is part of the existing course in Economics. The other two integral parts are Microeconomics and World Economy. Macroeconomics studies the most general notions, categories and laws characterising economic phenomena at the level of society. It does not analyse the behaviour of the separate market entities but the large economic flows and complexes. The subject is closely related to the above-mentioned parts of Economics - Microeconomics and World Economy. Mathematics and very often Microeconomics (but not necessarily) are prerequisites for the course and knowledge of Philosophy would be very useful, too. The subject is a prerequisite for World Economy and all specific economic disciplines.

Course content:

Introduction to macroeconomics. Measuring macroeconomic activity. Economic growth and economic cycle. Employment and unemployment. Inflation. Macroeconomic equilibrium. Keynesian model. The IS-LM model. Monetary policy. Fiscal policy. General characteristics of foreign economic policy.

Teaching and assessment:

Training is conducted by means of lectures, where information is presented, and seminars, where some questions raised in the lectures are further clarified with the active involvement of the students. Students' participation in seminars is through presentations, talks, essays and reviews prepared on their own initiative or assigned by the lecturer, which represents their extramural activity. The examination is the final type of control but continuous assessment is applied, too. It is in the form of two term tests (TT1 and TT2) and student's performance (SP). At the end of the semester a continuous assessment mark is formed as the average of the TT1, TT2 and SP marks. The final result is the average of the continuous assessment and the exam grade.

3517 Accounting II

ECTS credits: 5

Weekly workload: 2lec+2sem

Assessment: exam

Type of exam: written and oral

Department involved: Department of Economics, Faculty of Business and Management

Lecturers:

Assoc. Prof. Vasil Stefanov Bojkov, PhD

Abstract:

The subject aims at introducing the students into the methodology applied in accounting in different branches ; to give them knowledge about the information created by this system and about how it can be used in managing economic processes, resulting from them. Thus it furthers the knowledge taught through the other economic and managerial subjects.

Course content:

The methods used in accounting are interpreted on a broad economic basis to give a true idea of the property and financial status of the enterprise and of the processes occurring in it as well as the results achieved. Other examined issues are information about management of capital and other sources of funding; fixed assets and current assets; supply, production and sales; forming and distribution of financial results; relations with the budget and other agents of economic activity. The possibilities to use and analyze the accounting information, controlling and regulating the economic processes and the results of the company activity are also given profound consideration.

Teaching and assessment:

They are in conformity with the necessity to provide personnel that can examine in depth the current problems and offer how to solve them ahead of time. In accordance with this the lectures are at a high theoretical level. The importance and need to materialize the power of knowledge and to turn abstract opportunities into reality is recognized. We use widely the system of exercises on concrete objects and situations taken directly from practice. A course project is done in which the students demonstrate their abilities to use the company information to analyze its achievements on concrete economic factors.

3518 Information Technologies

ECTS credits: 6

Weekly workload: 2lec+3Labs

Assessment: continuous assessment

Type of exam: written

Department involved: Department of Business and Management, Business and Management Faculty

Lecturers:

Assoc. Prof. Jordanka Paseva Velcheva, PhD, Dept of Business and Management, tel: 888 - 776,

E-mail: jvelcheva@ecs.ru.acad.bg

Assoc. Prof. Alexandar Petkov, PhD Eng., Dept of Business and Management, tel: 888 - 776,

E-mail: apetkov@ecs.ru.acad.bg

Abstract:

The subject helps to increase the informatics competency of future managers. The students acquire the knowledge they need about information systems and technologies in the business sphere and information management and acquire practical skills to use software products for business applications. A prerequisite to study the subject is knowledge of the functional characteristics of computer equipment and systems programs, which is obtained from the course in Informatics Part 1. The students apply the new knowledge and skills in any subject they study where it is necessary to compile, process and present information.

Course content:

A description and characteristics of business information. Classifying and coding information. Information technologies in administrative work, in planning and in finances and accounting. Types of information systems. A company information system (Managerial Information System - MIS) – description and setting up. Information infrastructure of the company. Business communication technologies. Information management.

Teaching and assessment:

The main aspects of the theory of information systems and technologies and information management are clarified in the lectures as well as the functional characteristics of the main types of software products for business applications. The lab exercises ensure the acquiring of skills to work with particular software products. The students receive individual tasks as course assignments and thus they learn to apply on their own and creatively the new knowledge and skills and solve practical corporate problems. To have the semester validated, students are required to submit and defend their course assignment in due time and attend the lab exercises regularly.

3519 Statistics II

ECTS credits: 5

Weekly workload: 2lec+2sem

Assessment: exam

Type of exam: written

Department involved: Department of Numerical Methods and Statistic, Faculty of Education.

Lecturers:

Prof. Atanas Leshkov Mitkov, D Eng, Dept. of Agricultural Machines

Tel: 888-553; E - mail: amitkov@ecs.ru.acad.bg

Principal Assistant prof. Todor Tsanev Todorov, M Eng, Dept. of Numerical Methods and Statistic,

Tel: 888-536; E - mail: ttodorov@ecs.ru.acad.bg

Abstract:

The subject includes some specific issues of mathematical and economic statistics. Mathematics I, Mathematics II and Statistics I are prerequisites for the subject and, in turn, it is a prerequisite for some economic subjects.

Course content:

Indexes and index analysis. Temporary statistic sequences analysis. Statistic analysis of prices, national turnover, finance, money turnover and credit. Statistic survey of population income and consumption.

Teaching and assessment:

The theoretical knowledge acquired at lectures is expanded at seminars. Course assessment is through an exam. The exam includes answering two questions from a drawn ticket and one task. The final ECTS grade is formed on the basis of seminar participation and exam results.

3520 Trade Law**ECTS credits:** 4**Assessment:** exam**Department involved:** Department of Civil Law, Law Faculty**Lecturers:**

Assoc. Prof. Georgi Stefanov, J. D., Department of Civil Law,
 Assistant Prof. Desislava Despodova, Department of Civil Law,
 Assistant Prof. Denica Kaneva, Department of Civil Law,

Abstract:

The lecture topics enable students to learn about basic regulatory acts in the field of trade and cooperative law; to make theoretical comparisons and analogies between the different legal bodies and institutions; to find out about the specifics of trade law, to acquire knowledge on the main aspects of trade law.

Course content:

The Trade Law course aims to acquaint students with the nature and method of legal regulation, with the system and sources of trade law, with the questions of trade quality, business enterprise, and business representation, the general state of business unions and cooperatives, trade transactions, insolvency.

Teaching and assessment:

The series of lecture on the Trade Law course presupposes knowledge in the field of the general theory of law, property and contractual law, i.e. a successfully taken course in the subject Basics of Law. Lectures and seminars are organized in parallel. For the latter students are expected to come to class prepared on topics assigned in advance. Discussions are held, main aspects are highlighted, regulatory acts are considered and students' preparation is assessed. The exam requires that students answer two questions in writing, elaborating on them afterwards, answering additional questions from the course contents, which the examiner may decide to ask, and the examiner assesses the degree to which the material has been acquired. In judging the final grade the examiner takes into account the student's performance at seminars.

Weekly workload: 3lec+1sem**Type of exam:** written and oral**3521 Psychology of the Individual****ECTS credits:** 4**Assessment:** continuous assessment**Departments involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Boris S. Minchev, PhD, a visiting lecturer from St. Kliment Ohridski University of Sofia

Abstract:

The subject Psychology of the Individual presupposes that student have some knowledge of general psychology and advances their preparation related to comprehending the individual from the point of view of modern psychology. The issues discussed are the psychological structure and formation of the personality as well as the psychological functions that enable one to be active. Several personality types are examined. The socio-cultural conditions for the utmost self-expression of the individual are considered. The course is elective (group 5).

Course content:

The question about the individual in psychology. Methods of studying the individual. Motivation theories. The individual and moral development. A five-factor model of the individual. A layer structure of the individual. Needs. Specifics of human needs. Motives of behaviour. The image of the world. Psychological structure and functions of the conscience. The unconscious in man as a psychology issue. Psychodynamic characteristics of the individual. Emotional occurrences. Will. Abilities. Skills in the context of efficiency. A review of innovative ideas concerning psychology of the individual.

Teaching and assessment:

The content is presented in lectures and some of the issues are explained further at seminars with the active participation of the students. Assessment is continuous.

Weekly workload: 2lec+12sem**Type of exam:** written

3522 Sociology**ECTS credits:** 4**Weekly workload:** 2lec+2sem**Assessment:** continuous assessment**Type of exam:** written and oral**Departments involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Zdravka Toneva, PhD, Institute of Philosophy at Bulgarian Academy of Sciences

Abstract:

The subject Economic Sociology studies the problems of the individual - society relation as well as the individual - society and interpersonal relations in industry. These relations are transformed according to role functions in different stratification: manager - employees, manager - shareholders, electorate - elite. The course is elective (group 5).

Course content:

The syllabus is divided into three sections. The first one aims to provide a certain sociological awareness by examining general theoretical problems and notions. The second section specializes in economic sociology and tries to differentiate it from the other branches of sociology as a social science. With the third section all the theory is put into practice by the methods and means of the empirical sociological research. It is essential that within the curriculum of the Faculty of Business and Management this subject is preceded by other social sciences - History, Economics, etc. At the same time it is a good starting point for other similar subjects – Psychology of the Individual, Social Psychology, etc.

Teaching and assessment:

The content is presented in lectures and some of the issues are explained further at seminars with the active participation of the students. Assessment is continuous.

3523 Professional Communication in English I**ECTS credits:** 4**Weekly workload:** 4ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Principal assistant prof. Lyudmila Dicheva-Sokolova, Department of European Studies, tel.888 811

E-mail: LDicheva@ru.acad.bg

Abstract:

The course is designed for Marketing and International Economic Relations students. It corresponds well to the goals of the degree courses. The aim of the discipline is further knowledge about the business organisations and the ways of communicating inside or outside them in English. The course is elective (group 5).

Course content:

Written business communication in English. Business letters. Memos. Minutes and protocols. Reports. Oral and non-verbal communication: speeches and presentations, interviewing, being interviewed, telephone conversation. Interpretation skills. Negotiation and persuasion skills. Chairing a meeting (conference).

Teaching and assessment:

Technology of teaching is based on two contact forms: practice sessions and a course assignment which is indicative of the practically oriented nature of the course. Teaching is conducted in English. The final ECTS grade is formed on the basis of four components:

- 10% attendance
- 40% tests
- 30% participation
- 20% course assignment.

3524 Professional Communication in German I**ECTS credits:** 4**Weekly workload:** 4ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Pr.Assist. Prof. Zoya Todorova, Department of European Studies, tel.: 888 811

E-mail: ztod@abv.bg

Abstract:

The course is designed for Marketing and International Economic Relations students. It corresponds well to the goals of the degree courses. The aim of the discipline is further knowledge about the business organisations and the ways of communicating inside or outside it in German. The course is elective (group 5).

Course content:

Written business communication in German. Business letters. Memos. Minutes and protocols. Reports. Oral and non-verbal communication: speeches and presentations, interviewing, being interviewed, telephone conversation. Interpretation skills. Negotiation and persuasion skills.

Teaching and assessment:

Technology of teaching is based on two contact forms: practice sessions and a course assignment which is indicative of the practically oriented nature of the course. Teaching is conducted in German. The final ECTS grade is formed on the basis of four components:

- 10% attendance
- 40% tests
- 30% participation
- 20% course assignment.

3525 Professional Communication in French I**ECTS credits:** 4**Weekly workload:** 4ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:** Rumyana Tsvetanova Sobadjieva, Dept. of European Studies, tell: 888 811

E-mail: rumi_mihailova@yahoo.fr or rsobadjieva@ru.acad.bg

Анотация

The discipline Professional communication in French is included as elective for International Economic Relations and Marketing second year students. It corresponds well to the goals of the degree courses. The aim of the discipline is further knowledge about the business organisations and the ways of communicating inside or outside it in French. The course is elective (group 5).

Course content:

Applying for work, a resume, a business interview. Organizational structure of a company-description. Description of products and places of tourism. Setting up a business – swot analysis in French

Teaching and assessment:

The course is carried out in French. Technology of teaching is also based on two contact forms: practice sessions and a course assignment which is indicative of the practically oriented nature of the course. Teaching is conducted in French. The final ECTS grade is formed on the basis of four components:

- 10% attendance
- 40% tests
- 30% participation
- 20% course assignment.

3526 World Economics**ECTS credits:**6**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tel: 888 - 557,

E- mail: DMinchev@ru.acad.bg

Abstract:

The subject World Economics is an integral part of Economics - mega-economy or international economy. It is concerned with the most general notions, categories and interconnections in the world of economic relations. Topics and themes like the following ones come within the perimeter of World Economics: international trade theories, duty taxes, non-tariff restrictions, international currency and credit market, a balance of payment, international corporations, world integrations and formations, global economic processes. Macroeconomics is a prerequisite for the course and it in turn is a prerequisite for all specific economic disciplines related to the courses in international economic relation and marketing.

Course content:

International trade and foreign trade restrictions. Currency market and currency policy. International flow of capital. Regional economic integration. Economic problems of developing countries.

Teaching and assessment:

The lectures provide most of the knowledge. The seminars have two aims: clarifying the more difficult items from the lectures and adding more information where necessary. Students' self-study is focussed on the information from the lectures and related literature - individual tasks are assigned to find particular information for the seminars. The continuous assessment grade is formed on the basis of the results from two tests whilst individual performance at seminars can raise the mark by 0.5.

3527 Finance**ECTS credits:** 7**Weekly workload:** 3lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Vasil Zahariev, D Econ, Dept. of Economics

Abstract:

The objective of the course is to introduce students into the nature and manifestation of (company) finances as specific monetary relations that take part in all fields and branches of economy. Particular emphasis is placed upon the application of finances in enterprises (where most university graduates will work) with special attention paid on the ways they could possibly influence the parameters of economic growth. This course is a prerequisite for other economic disciplines such as Accounting, Economic and Financial Analysis and Financial Control. Acquiring subject knowledge is a prerequisite for successful learning of other economic subjects and primarily of accounting, economic and fiscal analysis and control on economic and financial activities.

Course content:

Positive beginning is given a priority. In accordance with this scientific-theoretical basics of finance are explained, their organization and function forms, the preconditions for improving their efficiency, the factors to measure and assess their development results, etc.

Teaching and assessment:

The teaching methods seek to develop methodological and heuristic abilities in students as well as to broaden their world outlook. Therefore, we direct a lot of efforts towards overcoming the pure empirical interpretation of the matter while aiming at clarifying its deep theoretical and logical foundations. We also acknowledge the importance of practical implementation of acquired knowledge. To that end, the course is taught by lectures and seminars where students can develop their knowledge of the subject by discussing and solving various practical problems. The final ECTS grade is based on the final semester exam.

3528 Fundamentals of Management

ECTS credits: 6

Weekly workload: 3lec+2sem

Assessment: exam

Type of exam: written and oral

Department involved: Department of Business and Management, Faculty of Business and Management

Lecturers:

Assoc. Prof. Vasil Penchev, Department of Business and Management, tell. 888 851

E-mail: vpentchev@ecs.ru.acad.bg

Principal assistant prof. Miglena Pencheva Department of Business and Management, tell. 888 431

Abstract:

The course aims to provide students with basic managerial knowledge and skills. The teaching material is designed in accordance with the contemporary concepts in the theory of management by following the functional principles. This provides a basis for dividing the course syllabus into 4 main parts. The course builds on knowledge and skills acquired in Economic Geography of Europe, Microeconomics, Macroeconomics, World Economics, Organizational Communication, Public Relations and is a prerequisite for Marketing, Project Management, Professional Ethics, etc. as well as the diploma theses.

Course content:

Management – Theory and Practice; Planning; Organizing; Directing; Controlling; International Management.

Teaching and assessment:

Besides the traditional teaching methods at lectures we offer a lot of visualization in the form of graphs, tables, charts, slides, etc. Appropriate examples clarify the subject matter of the lectures. The seminars and the lectures are organized in parallel. Students are expected to be acquainted with the previous lecture material before each seminar. The seminar lecturer carries out continuous assessment and gives an average grade for the semester based on the overall student's participation during classes and the results from the exam. There is a particular emphasis on the practical application of the methods taught throughout the course. The overall performance during the term plus the exam results are considered when forming the final ECTS grade.

3529 Economics Group Theories

ECTS credits: 5

Weekly workload: 2lec+2sem

Assessment: exam

Type of exam: written and oral

Department involved: Department of Economics, Faculty of Business and Management

Lecturers:

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tell: 888 - 557,

E- mail: DMinchev@ru.acad.bg

Assoc. Prof. Emil Trifonov, PhD, Dept. of Economics, tell: 888 - 557

Abstract:

The discipline Economics Group Theories acquaints the students with the basic group theories in the field of contemporary economic science and corresponds well with other economics courses.

Course content:

Classic economics group theories. The birth of contemporary economics theory- A. Smith and the liberal doctrine. Socialist economy doctrines. Criticism on modern economics group theories.

Teaching and assessment:

Workload specifies the important meaning of the discipline in the curriculum of the Marketing degree course. Students are given a detailed topical questionnaire together with the necessary reference literature. Major issues are discussed in written (report) or oral form (debates, discussions) by the students. Each report is reviewed by the lecturer. There are tests on concrete themes to check the progress of the students and get the necessary feedback on how the theoretical matter is perceived by the majority. The final ECTS grade is based on the results from the continuous assessment during the semester and the unseen semester exam on two questions which have to be analysed and discussed by the student.

3530 Sustainable Regional Development**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Nikolai Naidenov, Department of Business and Management, tell: 888 520;

Assoc. Prof. Diana Antonova, Department of Business and Management, tell: 888 617;

Assoc. Prof. Krasimir Enimanev, Department of Economics

Abstract:

The purpose of this discipline is to give students root knowledge and skills on the entire philosophy, the strategy and the approaches of Sustainable Regional development in Bulgaria as part of the European Union. They need to understand the main goals, principles and strategies for sustainable development of the regions in the European Union and Bulgaria.

Course content:

Sustainable regional development; the sustainable development of clientele; overall strategies for stable development of regions.

Teaching and assessment:

Teaching is carried out through more lectures than seminars as the goal of the course is mainly informative. During the seminars the subject matter from the lectures is discussed and additionally explained. Some of the seminars include the case study teaching method which is a good teaching tool. The final ECTS grade is the average result from regular tests and participation in lectures and seminars.

3531 Economic Geography of Europe**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Departments involved :** Department of Economics, Faculty of Business and management**Lecturers:** Assoc. Prof. Dr Vassil Georgiev Dojkov, PhD, Dept. of European Studies, tell: 888 - 813**Abstract:**

Economic Geography is one of the major research fields of geographical science. It includes the Economic geography of all branches of the national economy – industry, agriculture, transport, economic relations, tourism, etc. in a global aspect. Another direction of interest are the main regions of the European Union, the G-7 countries, ASEAN, etc., which are also focused on. The course is elective (group 6).

Course content:

Industry – power engineering, ferrous and non-ferrous metallurgy, machine building, chemical industry and all other sub-branches of industry, the sub-branches of field farming, live-stock breeding, the kinds of transport – road, water, air. Economic characteristics of the 15 European Union countries are examined. The countries from G-7 outside Europe – the USA, Canada, Japan.

Teaching and assessment:

Teaching represents a combination of lectures and seminars where the topic components are specified in the form of statistic tables for the countries which are the largest producers of coal, petrol, gas, electric power, uranium, ferrous and non-ferrous metals, gold, silver, platinum, diamonds, ships, vehicles, cement, sugar, wine, wheat, maize, soy, rice, etc. The final ECTS grade is based on continuous assessment drawn from presentations and regular testing.

3532 Economic Geography of Bulgaria**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Departments involved :** Department of Economics, Faculty of Business and management**Lecturers:** Assoc. Prof. Dr Vassil Georgiev Dojkov, PhD, Dept. of European Studies, tell: 888 - 813**Abstract:**

The students are acquainted with the geography of Bulgaria (physical, economic, political and social), and the fundamental necessity of economic specialization. The course is elective (group 6).

Course content:

Physical Geography of Bulgaria in brief. Industry, agriculture, leisure, cultural and educational tourism. Specificities of Bulgarian economic development between the wars, after the Second World War and the transition from command to market economy.

Teaching and assessment:

Lectures and seminars offer a lot of visualisation in the form of tables, diagrams, maps. The final ECTS grade is formed on the basis of seminar participation and regular written tests.

3533 Professional Communication in English II**ECTS credits:** 3**Weekly workload:** 3ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Principal assistant prof. Lyudmila Dicheva-Sokolova, Department of European Studies, tel.888 811

E-mail: LDicheva@ru.acad.bg

Abstract:

This course is a continuation of **Professional Communication in English I**. The course goal is to equip students with competences for advertising communication in English and to train them to apply effective communication and language strategies in advertising an object, idea or event in a competitive business environment. The other important goal of the course is remedial language work and preparation for the European Language Certificate in English levels B2 and C1. The course is elective (group 6).

Course content:

Writing an effective CV; cover letters and job application; job interviews and preparation for them; job advertisement; creating an ad text for foreign tourists and business persons. Advertising elements in project making. Translation work. The course assignment is a summary of a 10 page text and translation of the 10 pages into Bulgarian.

Teaching and assessment:

Teaching is by practice sessions. The average semester grade is based on the achievement of the student in: tests and seminar participation and course assignment.

3534 Professional Communication in German II**ECTS credits:** 3**Weekly workload:** 3ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Principal assistant prof. Zoya Todorova, Department of European Studies, tel.888 811

E-mail: ztod@abv.bg

Abstract:

This course is a continuation of **Professional Communication in German I**. The course goal is to equip students with competences for advertising communication in German and to train them to apply effective communication and language strategies in advertising an object, idea or event in a competitive business environment. The other important goal of the course is remedial language work and preparation for the European Language Certificate in German levels B2 and C1. The course is elective (group 6).

Course content:

Writing an effective CV; cover letters and job application; job interviews and preparation for them; job advertisement; creating an ad text for foreign tourists and business persons. Advertising elements in project making. Translation work. The course assignment is a summary of a 10 page text and translation of the 10 pages into Bulgarian.

Teaching and assessment:

Teaching is by practice sessions. The average semester grade is based on the achievement of the student in: tests and seminar participation and course assignment.

3525 Professional Communication in French II**ECTS credits:** 3**Weekly workload:** 3ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Principal Assist. Prof. Romyana Tsvetanova Sobadjieva, Dept. of European Studies, tell: 888 811

E-mail: rumi_mihailova@yahoo.fr or rsobadjieva@ru.acad.bg

Abstract

The discipline Professional communication in French is included as elective for International Economic Relations and Marketing second year students, fourth semester. It corresponds well to the goals of the degree courses. The aim of the discipline is further knowledge about the business organisations and the ways of communicating inside or outside it in French. The course is elective (group 6).

Course content:

Writing an effective CV; cover letters and job application; job interviews and preparation for them; job advertisement; creating an ad text for foreign tourists and business persons. Advertising elements in project making. Translation work. The course assignment is a summary of a 10 page text and translation of the 10 pages into Bulgarian.

Teaching and assessment:

The course is carried out in French. Technology of teaching is also based on two contact forms: practice sessions and a course assignment which is indicative of the practically oriented nature of the course. Teaching is conducted in French. The final ECTS grade is formed on the basis of four components: attendance, tests, participation, course assignment.

3537 Marketing**ECTS credits:** 7**Weekly workload:** 3lec+2sem**Assessment:** exam**Type of exam:** written and oral**Departments involved:** Department of Economics, Faculty of Business and management**Lecturers:**

Assoc. Prof. Georgi Emilov Valchev, Department of Economics, tel: 888 - 357

E-mail: GValchev@ru.acad.bg

Abstract:

The course aims to introduce students to the basic theoretical and methodological issues of marketing. Basic understanding of economic theory and the problems of world economics is a prerequisite for gaining knowledge of marketing. The subject supports the further study of methods and approaches to applying the marketing concept in managing business.

Course content:

Introduction to the subject of marketing. Definition of marketing. Types and kinds of marketing. "Marketing mission" concept. Marketing environment. Marketing information system. Strategic marketing planning and types of strategies. Factors, determining the choice of a marketing strategy. Production, marketing and stock policy. Consumer behaviour. Market segmentation. Marketing and life cycle. Main strategies in the area of stock policy. Nature, range and principles of the price policy. Price surveys in marketing. Realization of the price strategy of a company. Distribution policy of the company. Marketing logistics. Business communications in modern marketing. Advertisement and kinds of advertising policy tools. Organizing and running an advertising campaign.

Teaching and assessment:

The theoretical basics of the topics given at lectures are consolidated in seminars by doing tests and fulfilling tasks and there is also an individual multipart course assignment for students to practice working on their own. The students are allowed to sit for an exam after they have submitted their course assignments. The exam starts with students answering two questions in writing after which there is an oral quiz.

3538 Labour Economics

ECTS credits: 5

Weekly workload: 2lec+2sem

Assessment: exam

Type of exam: written

Department involved: Department of Economics, Faculty of Business and management

Lecturers:

Assoc. Prof. Pavlin Ivanov, D Econ, Department of Economics, tell: 888 357

Abstract:

The course in Labour Economics is obligatory according to the state regulations for the bachelor in Marketing. It aims at introducing the students to the main issues of the economics of labour and the labour relations under the conditions of the market economy developing in our country. The subject is of theoretical, methodological and applied nature. Macroeconomics and Corporate Economics are prerequisites for the course since it uses the knowledge they give about the main economic categories, principles and classifications of the economic environment elements. It is also a prerequisite for the course in Personnel and Human Resource Management. Finally, it is related to almost all practical and applied economic courses.

Course content:

Introduction into Labour Economics. Labour market. Employment and unemployment. Labour protection. Corporate personnel. Motivation and commitment, personnel training and development. Labour organization. Labour standards. Labour pricing and pay. Labour productivity. Labour quality. Labour efficiency.

Teaching and assessment:

These include lectures and seminars which expand and complement the student knowledge on the topics, included in the lecturing course. The final ECTS grade is based on an exam procedure.

3539 Corporate Planning

ECTS credits: 5

Weekly workload: 2lec+2sem

Assessment: exam

Type of exam: written and oral

Department involved: Department of Business and management, Faculty of Business and management

Lecturers:

Assoc. Prof. Emil Papazov, PhD, Department of Business and management, tell: 888 726

Principal assistant Daniel Pavlov, Department of Business and management

Abstract:

The subject provides a set of theoretical and applied knowledge in scientific forecasting of future development through a system of forecasting and planning concrete economic phenomena and processes, inherent to various economic and other branches, taking into account the requirements of a whole set of laws related to the social system and the reproduction of material goods, people, human knowledge and the natural environment. It requires knowledge of mathematics, law, informatics, macroeconomics, microeconomics, finance and accounting, statistical methods, operational research, etc. In turn, it helps "to fill the gaps" in a domain of theoretical, applied and professional knowledge of how to develop certain forecasts and plans, defend diploma theses, etc.

Course content:

Introduction – key words, subject matter and object of study. Methodological basis of prognosis. Methodological basis of planning. Planning the rate and proportions of the economic development. Planning customer consumption. Planning capital investments. Planning the increase in labour productivity. Corporate strategies and planning under changing circumstances. Methodological guidelines about how to make a complex plan for corporate strategic development.

Teaching and assessment:

The prevalent methods are topic-oriented lectures and seminars which expand and complement the applied aspects. The continuous assessment focuses on working on practical assignments, texts, crypts, case studies, etc. The students may choose to write an academic essay, which could result in getting exempt from the exam.

3540 International Corporate Trade Activities**ECTS credits:** 7**Weekly workload:** 3lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:** Prof. Lilia Valcheva Karakasheva, PhD, Department of Economics, tel: 888-357**Abstract:**

The subject International Corporate Trade Activities is obligatory for students of International Economic Relations or Marketing.

Course content:

The course content focuses on the organization and management of international activities of a contemporary company. Concrete issues are examined such as organizational-managerial structure at corporate level oriented to international business, technology of international economic operations in consequential stages from preparation and performance to closing. The complexity and variety of issues determine the conciseness in treating these issues. Naturally, a lot of attention is paid to traditional international operations based on the principles of international sales-purchasing deals: intermediary deals, re-export operations, compensation deals, leasing. The applied nature of knowledge the students acquire is supplemented by examining the international activities of regulation systems in Bulgaria.

Teaching and assessment:

Teaching is conducted by lectures, seminars and course assignments on topics given by the lecturer. Knowledge is assessed by a written exam - a test and a case study.

3541 European Union Law**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Civil Law, Law Faculty**Lecturers:**

Assoc. Prof. Blagoi Vidin

Principal assistant prof. Kremena Rayanova

Abstract:

The goal of the course is joint knowledge of the system of the interrelations between the member states of the European Union. The course is elective (group 7).

Course content:

The European Union-foundation and development. EU legislation. Compatibility with the national laws of all member states.

Teaching and assessment:

The subject matter is offered in a form acceptable for the students who are not oriented to Law. Seminars allow the use of the case study teaching method which is a useful tool for clarification and sound analysis of legal matters. The final ECTS grade is formed on the basis of continuous assessment – participation in seminars, written course assignments and tests.

3542 Consumer Protection**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Civil Law, Law Faculty**Lecturers:**

Prof. Georgi Stefanov, Department of Civil Law

Principal assistant prof. Ylian Lybomirov Beev

Abstract:

The goal of the course is to acquaint students with the cardinal organs and organizations for consumer protection and with some of the important directives of the European Union Council on the problem. The course is elective (group 7).

Course content:

The concept for the legal defence of consumers. The consumer's politics and the consumer's right. Basic concepts and categories of the regulation on protection of consumers. The information provided to the consumer. Various trade practices and particularities of sale. Control and control organs. Administrative penal decree and procedures. Some special laws for the protection of consumers.

Teaching and assessment:

The subject matter is offered in a form acceptable for the students who are not oriented to Law. Seminars allow the use of the case study teaching method which is a useful tool for clarification and sound analysis of legal matters. The final ECTS grade is formed on the basis of continuous assessment – participation in seminars, written course assignments and tests.

3543 Business Negotiations and Correspondence**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Rada Peneva Karshakova PhD, Department of European Studies, tel: 888 810

E-mail: Rkarshakova@ecs.ru.acad.bg

Abstract:

The subject is elective within the framework of curriculum of the major Marketing. The aim is to acquire knowledge and practical skills to establish, keep and develop business communications in the contemporary company as well behaviour approaches and models of efficient communication practice of the individual. The main tasks of the learning process focus on studying the communication structures, the types of communication, the efficient communication in business, preparing and conducting negotiations, conflict communication management, public communication behaviour. The subject has no entry or exit connections with other subjects. The course is elective.

Course content:

The subject includes the following main topics: general characteristic of communication; nature, functions, types and principles of communications in business; communication channels and networks; basic communication behaviours and skills for efficient communication practice; communication rules and etiquette for communicating in business; main practices of business communications, negotiations and conflict communication management, public communication acts.

Teaching and assessment:

These include two contact forms: lectures and seminars. The lectures present the thematic system of the subject and formulate the issues to be discussed and practically interpreted. The seminars reveal the practical potential of the subject matter in terms of the real communication behaviour of the individual and of the organization. The students discuss and present additional literature; analyze practical cases; conduct reproduction tasks, do tests and work on cases. The students are required to attend according to regulations and participate actively in the presentations, discussions, analyses of the practical cases and the case development so that the subject is acknowledged. The continuous assessment includes two tests, on which the term mark is based.

3544 Public Relations**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Principal Assistant Rada Peneva Karshakova PhD, Department of European Studies, tel: 888 810

E-mail: Rkarshakova@ecs.ru.acad.bg

Pr. Assistant Prof. Vesselina Stefanova Gachevska, Department of European Studies, tel: 888 810

E-mail: Vgachevska@ecs.ru.acad.bg

Abstract:

The subject is elective within the framework of the curriculum of the majors in Marketing and International Economic Relations.. The aim is to provide basic knowledge of the nature of Public relations (PR) as a communication social technology, its subject area and the range of its application in the practices of public institutions, commercial and non- commercial organizations. The entry relations of the subject are with Management basics, Marketing, Organizational behaviour.

Course content:

The subject content includes the following: origin and formation of PR; definitions and basic notions; the RACE-algorithm as a technological PR-process; nature of the audiences, type and situation segmentation; communication of PR and types of communication; barriers for efficient communication; media and techniques for relations with the mass media; corporate PR and image; public matters, problem lobbying and management; corporate culture, corporate identity and PR; PR and the interorganizational communication; social responsibility and sponsorship; PR-campaign; PR in crisis; specialized PR; ethic standards for practicing PR.

Teaching and assessment:

These include two contact forms: lectures and seminars. The lectures present the theme system of the subject and formulate the issues to be discussed and practically interpreted. The seminars reveal the practical potential of the subject matter in relation to the real communication behaviour of the organization. The students discuss and present additional literature; analyze practical cases; conduct reproduction tasks, and work on cases. The continuous assessment consists of two tests, which include not only multiple choice but also open-ended questions and a practical case. The semester grade is based on continuous assessment.

3546 Marketing Research**ECTS credits:** 4**Weekly workload:** 2lec + 2 sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Petar Banchev, Dept. of Economics, tell: 888-357

Abstract:

The subject gives students basic knowledge of methods and principles of organizing and conducting marketing research. Basic knowledge of theoretical basics of marketing is a prerequisite to study this subject. In turn, it is a prerequisite for further study and understanding of the marketing system and its elements for concrete products and markets.

Course content:

Marketing research speed. Marketing research planning. Necessary resources. Research from the enterprise (company) office. Methods and modes for research from the enterprise office. Planning spot research. Questionnaire compilation. General principles of questionnaire compilation. Conducting an interviewing program. Other research techniques. Research data analysis. Data presentation. Marketing research assignment.

Teaching and assessment:

The theory is given at lectures and expanded at seminars by solving tasks and model situations where students apply this experience independently in individual course projects. The course project is monitored and assessed by points at different stages every third week. There are two tests during seminars, which are assessed by points. The final grade includes the points students have got throughout the semester and the grade of the course assignment. The semester is valid if attendance at seminars is regular and when the compulsory written assignment of the student is submitted.

3548 Product and Innovation Policy**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Prof. Lilia Valya Karakasheva, Dept. of Economics, tell: 888 – 357

Assoc. Prof. Lyubomir Lyubenov, Dept. of Economics, tell: 888-357

Abstract:

The subject is an element of the complex of lecturing courses which cover the necessity to have knowledge and skills in applying marketing instruments for successful participation in a competitive market environment. Product and innovation policy significance in marketing management of corporate activities is focused on.

Course content:

Nature and significance of corporate product and innovation policy. Relations and subordination with other marketing instruments. Main product characteristics and possibilities to use them in the competitive market struggle. Contemporary concepts of product quality. Total quality management. Innovation policy as a modern marketing instrument.

Teaching and assessment:

Basic theoretical issues are taught at lectures through concrete examples. Discussions, tests and case studies at seminars provide practical orientation of knowledge and skills. Assessment is based on semester academic work and the final semester exam.

3549 Transactions at Organized Markets**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Mariana Boginova, Dept. of Economics

Abstract:

The course develops further and adds to the student knowledge and competences about the complex problems concerning the forms of national and international business participation - exchanges, auctions, etc. It is closely related to the issues of marketing, corporate management, international business and trade law.

Course content:

Nature and specific character of organized markets. Comparative analysis of the parameters of the exchange and the auction as an organized market. Nature and functions of the exchange. Kinds of exchanges and exchange operations. Auction deals. Auction and its application in economic practice. Technology of the auction deal.

Teaching and assessment:

The main theoretic issues are taught during lectures. At seminars they are developed through practical exercises. Assessment is based on the written exam and the student activity during seminars.

3545 Economy of the Enterprise**ECTS credits:** 6**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Georgi Emilov Valchev, Department of Economics, tell: 888 - 357

E-mail: GValchev@ru.acad.bg

Assoc. Prof. Krasimir Enimanev, Department of Economics

Abstract:

The goal of the discipline is to equip students with knowledge and skills for correct and accurate evaluation of market economy processes and phenomena through contemporary methods and approaches.

Course content:

Introduction into the Economy of the Enterprise. Enterprise business-scheduling. The innovations and investments. Business financial scheme. Production process factors. Prices and the pricing. The profit and profitability. . The fiscal planning of the enterprise. Budgeting activities of the enterprise.

Teaching and assessment:

The course is carried out by lectures and seminars with a lot of illustrative approaches and didactic material. The active form of work on the course is the course work whose title is decided the first week of the semester. The concluding assessment procedure is the written exam. The final ECTS grade is formed on the basis of the exam and the course work.

3550 Technology and Organization of Industrial Production**ECTS credits:** 7**Weekly workload:** 3lec+2sem**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of Machine-building Technology and Machine Tools, Faculty of Machine-building and Manufacturing**Lecturers:**

Assoc. Prof. Mihail Kolev Karshakov, D Eng, Department of Machine-building Technology and Machine Tools, tell: 888-308, E-mail: MMK@ait.ru.acad.bg

Abstract:

The course introduces students to basic technological processes to obtain industrial products and to the necessary technical organization of production companies. Studying it is based on knowledge of statistic methods, economics and mechanics. The course gives future specialists qualifications that allow them to work successfully in marketing and partly in industrial production management.

Course content:

Introduction. Schemes and methods of shape formation. Types of production – forms of organization, technical-economic indicators. Sequence of types of technological processes – space construction, articles quality. Production program, labour consumption, technological calculations, technical-economic indicators. Basic principles and approaches to production processes organization. Technical-economic assessment of technical and organizational decisions. Certificate procedures related to the produced articles.

Teaching and assessment:

Lectures introduce students to various topics from the syllabus and teach them basic principles and consideration in making decisions about methods, construction form and organization of technological processes creating industrial articles. Seminars are used to introduce them into the real world of production facilities and explain the meaning and content of terms and principles. There are entry and final tests. Students who have shown sufficient knowledge are exempt from the written exam. They only come for an academic conversation to have the final assessment formed. The remaining students sit for a written exam on two questions and a conversation.

Note: Electives from group 9 with code numbers 3552, 3553 and 3554 are under an updating procedure and are to be submitted additionally.

3556 Project Management**ECTS credits:** 7**Weekly workload:** 3lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Eng. Nikolaj Najdenov, PhD, Department of Business and Management, tell: 888-520; E-mail: nnaydenov@ecs.ru.acad.bg

Senior assistant prof. Daniela Iordanova, Department of Business and Management, tell: 888-520; E-mail: dyordanova@ecs.ru.acad.bg

Abstract:

Project management, with its focus on the accomplishment of unique outcomes with limited resources under critical time constraints is an important aspect of contemporary operations management. This course is designed to teach the basic principles of good project management and will provide students with the knowledge and skills to participate effectively in project teams.

Course content:

The course will focus on such topics as: the essence, objective, and main functions of project management, types of public and private projects. Emphasis will be placed on the project management principles, project definition, and project design. Concepts will be applied to monitoring and project completion.

Teaching and assessment:

Most of the teaching is by lecturers introducing the main issues of project management. Practical exercises help students to consolidate the knowledge they obtain during lectures. Computer software packages are used for project management training. Authentic project management forms help task completion. The final mark is based on the results shown in the written exam.

3557 International Businesses Operations**ECTS credits:** 6**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Prof. Lilia Valeva Karakasheva, Dept. of Economics, tell: 888 – 357

Abstract:

The goal of the course is to provide knowledge and skills in the sphere of businesses-operations in an international market environment. It enriches further the knowledge of students about the characteristics of international businesses-operations in specific conditions of the international market.

Course content:

Essential characteristics of international business operations. Major factors of international business environment. Basic approaches to market penetration and consolidation of positions there. Private channels for realization at international markets.

Teaching and assessment:

The basic content of the discipline is presented by practically oriented lectures and seminars. The final ECTS grade is formed on the basis of the results from the final exam and active participation at seminars.

3558 Organization and Operation of Industrial Production**ECTS credits:** 6**Weekly workload:** 3lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Eng. Krasimir Enimanev, Department of Economics

E-mail: kenimanev@ru.acad.bg

Abstract:

The goal of the discipline is to present the nature of industrial production at company and branch level. Students get knowledge about the essence, range and classification of industrial companies, the structure of the production process and cycle of the respective enterprise. It also looks at the forms of organization of the basic and additional processes in compliance with their technological and economic effectiveness.

Course content:

The industrial company - characteristics, types, creation and functioning., The industrial structure and the production capacity of the industrial company /IC/. Scheduling industrial production. Structural forms of the separate industrial productions . Organization of labour in IC.

Teaching and assessment:

Teaching is by lectures and seminars. Lecturers introduce the theoretical part of the course and seminars consolidate the new knowledge through practical tasks. Assessment is based on the results from the semester exam and student participation in seminars and individual assignments.

Note: Electives from group 10 with code numbers 3560 and 3562 are under an updating procedure and are to be submitted additionally.

3563 Ergonomy and Design**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written, practical**Department involved:** Department of Industrial Design, Faculty of Agricultural Mechanization**Lecturers:**

Prof. Nikola Atanasov Orloev, D Eng, Department of Industrial Design , tel: 888 554

Abstract:

The course gives basic knowledge of ergonomy and design to the marketing specialist and aims at introducing the basics of industrial aesthetics and providing competitiveness of market goods and articles from the point of view of their global aesthetization and adaptability to the anthropo-technical characteristics and psycho-physiological features and qualities of the man-operator. This an elective course(group 10).

Course content:

Place and role of shape forming, colour study, industrial graphics and composition in aesthetic shape building. Ergonomy – objectives and tasks. "Man-machine- environment" system. Main tasks in work environment and work place design. Ergo design. Creative processes and problems of ergonomy and design. Aesthetic choice and quality analysis.

Teaching and assessment:

Teaching is conducted by academic lectures, built on pragmatism, illustration and demonstration. Reflection on problems is provoked and discussion stimulated. The acquisition of course content and quality of work is controlled by feedback and assessment of knowledge and skills during semester time. Thus, through individual written-graphic expansion of given assignment, students rationalize continuously, understand and cope in a creative way with basic problems of industrial aesthetics and join the aesthetic values of civilization.

3565 Pricing Policy**ECTS credits:** 5**Weekly workload:** 4lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Dept. of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Pavlin Ivanov Ivanov, D Econ, Dept. of Economics, tell: 888-357

Abstract:

The course aims to introduce students to basic issues of corporate pricing policy. It connects marketing theoretical formulations with practically applied issues of marketing pricing. Profound knowledge of microeconomics and the basics of marketing is necessary. The subjects helps acquiring knowledge and skills in applying marketing pricing methods and principles.

Course content:

Nature and content of the enterprise (company) pricing policy. Price as an economic category. Nature, objectives and principles of pricing policy. Types of prices. Price surveys. Price comparisons. Methods of price formation based on demand. Methods of price formation based on costs. Methods of price formation based on desired profit. Methods and means of adapting and changing prices. Corporate credit policy.

Teaching and assessment:

The theoretical basis of the course given at lectures is expanded at seminars by solving tasks. Independent application of acquired knowledge and skills is confirmed through an individual complex course assignment. Students can sit for the semester exam after submitting their course assignments. The exam involves two written questions followed by oral part in which the student defends his/her answers.

3566 International Marketing**ECTS credits:** 5**Weekly workload:** 4lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Prof. Lilia Valeva Karakasheva, D Econ, Department of Economics, tell: 888-357

Abstract:

The objective of the course is to provide knowledge and skills on international markets. Attention is focused on specific features of international marketing and the trends in its development. Country functional features of marketing practices in an international environment are also considered.

Course content:

Nature and stages in international marketing development. International marketing activity organization and management. Consumer behaviour and international market segmentation. International marketing surveys. Marketing instruments on the international market. European marketing.

Teaching and assessment:

The main subject matter is taught at lectures and seminars that are practically oriented. The final assessment is formed on the basis of the written exam, the course assignment and student activity at seminars.

3567 Consumer Behaviour**ECTS credits:** 5**Weekly workload:** 4L+2S+CA**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Prof. Lilia Valeva Karakasheva, D Econ, Department of Economics, tel. 888 557

Abstract:

The course is dedicated to a key problem in corporate activity marketing management – studying the buying customer behaviour as the basis, condition and precondition of strategic planning and successful business. The discipline corresponds well with other courses on marketing, corporate management and sociology.

Course content:

Types of markets and types of consumers. Nature and necessity of studying consumer behaviour. Main approaches to covering the market. The process of decision making when purchasing a commodity - technology, phases and stages. Main factors determining individual consumer behaviour in the process of purchasing decision making - cultural, social, personal and psychological. Business markets and behaviour of the consumer organization.

Teaching and assessment:

Theoretical formulations are presented at lectures and practical knowledge and skills are acquired in discussions, tests and while working on case studies at seminars. The final ECTS grade is formed on the basis of the results from student participation in seminars and the final semester exam.

3568 State Exam**Part 1: Marketing****Part 2: Micro and Macroeconomics****ECTS credits:** 10**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management.

Assessment: Assessment is assigned to the State Examination Board appointed by the Rector of the University of Ruse to carry out the evaluation procedure.

**UNDERGRADUATE
STUDIES
IN
INTERNATIONAL
ECONOMIC
RELATIONS**

**PROFESSIONAL STANDARDS
OF THE BACHELOR IN
INTERNATIONAL ECONOMIC RELATIONS**

Title of Degree Course: **International Economic Relations**
Educational Qualification Degree: **Bachelor**
Professional Qualification: **Economist**
Duration: **4 years (8 semesters)**

The **main goal** of the International Economic Relations Degree Course is to produce wide profile specialist, well grounded in general economic and management science and equipped with language and communication skills necessary for their more narrow specialisation in international economic affairs.

International Economic Relations graduates:

- possess theoretical and applied knowledge in micro- and macro- and world economics, economic history, economic theories, accounting, finance, labour economics, corporate management and marketing;
- are well oriented in the legal aspects and problems in the regulation of national and international business;
- Competently use the tools of mathematics, informatics and statistics;
- apply specialist knowledge and skills in the spheres of international business, national and international marketing, financial and bank servicing of national and international business, financial and credit operations on micro- and macro- level, stock exchange transactions, crediting and guaranteeing financial, banking and international economic operations; possess techniques for the preparation and realisation of international 'buy- and-sell' deals, the management of investment projects of national or international importance with the support of foreign capital and other foreign resources;
- are acquainted with European business medium, European integration processes, European innovation policy as well as the specific economic, geographical, demographic and socio-cultural peculiarities of concrete regional European markets;
- carry out (in Bulgarian or a foreign language) the communication policy of a company for the purposes of international business and intercultural management.

International Economic Relations graduates **respond adequately** to the specific employment requirements on lower and higher administrative levels in the state and local administration, in NGOs with international activities as well as in banking, stock exchange operations, international economic, commercial, financial and credit organisations in multinational and transnational companies.

CURRICULUM
of the degree course in
INTERNATIONAL ECONOMIC RELATIONS

Year One

Code	Semester 1	ECTS	Code	Semester 2	ECTS
	Compulsory subjects			Compulsory subjects	
0490	Economic History	5	0589	Microeconomics	6
0491	Mathematics – Part I	4	0590	Mathematics - II	5
0544	Informatics	5	0591	Accounting – Part I	5
0545	Basics of Law	5	0716	Statistics – Part I	5
	Elective subjects from group '1'	8		Elective subjects from group '3'	6
	One of 4 Foreign Languages(English, German, French, Russian) or European Area Studies I (in English, German or French)	8		One of 4 Foreign Languages(English, German, French, Russian) or European Area Studies I (in English, German or French)	6
	Elective subjects from group '2'	3		Elective subjects from group '4'	3
0567	Philosophy	3	0569	Political Science	3
0568	History of Religious Teachings	3	0587	Introduction into European Integration	3
	Total for Semester 1:	30		Total for Semester 2:	30

Year Two

Code	Semester 3	ECTS	Code	Semester 4	ECTS
	Compulsory subjects			Compulsory subjects	
3516	Macroeconomics	6	3526	World Economy	6
3517	Accounting – Part II	5	3527	Financing	7
3518	Business Information Technologies	6	3528	Fundamentals of Management	6
3519	Statistics – Part II	5	3529	Economic Theories	5
3520	Trade Law	4	3530	Sustainable Regional Development	3
	Elective subjects from group '5'	4		Elective subjects from group '6'	3
3521	Psychology of the Individual	4	3531	Economic Geography of Europe	3
3522	Sociology	4	3532	Economic Geography of Bulgaria	3
3523	Professional Communication in E/sh-1	4	3533	Professional Communication in E/sh-2	3
3524	Professional Communication in German-1	4	3534	Professional Communication in German-2	3
3525	Professional Communication in French -1	4	3535	Professional Communication in French -2	3
	Total for Semester 3:	30		Total for Semester 4:	30

Year Three

Code	Semester 5	ECTS	Code	Semester 6	ECTS
	Compulsory subjects			Compulsory subjects	
3537	Marketing	7	3569	International Market Pricing	6
3538	Labor Economics	5	3570	International Finance	6
3539	Company Planning	5	3571	International Economic Relations and Regulation of International Economic Activities	6
3540	International Corporate Trade Activities	7	3545	Economy of the Enterprise	6
	Elective subjects from group '7'	3		Elective subjects from group '9'	3
3541	European Union Law	3	3575	Diplomatic Protocol	3
3542	Consumer Protection	3	3572	Prof. Communication in the EU in English -1	3
			3573	Prof. Communication in the EU in German-1	3
			3574	Prof. Communication in the EU in French-1	3
	Elective subjects from group '8'	3		Elective subjects from group '10'	3
3543	Business Negotiations and Correspondence	3	3576	International Private Law	3
3544	Public Relations	3	3577	Currency and Customs Law	3
	Total for Semester 5:	30		Total for Semester 6:	30

Year Four

Code	Semester 7	ECTS	Code	Semester 8	ECTS
	Compulsory subjects			Compulsory subjects	
3578	International standard exchange-international	6	3566	International Marketing	5
3579	Investment project-international	6	3588	European political integration	3
3580	Company cooperation- boundary	6	3589	European economy integration	4
3581	Cultural Cooperation and Communication	6	3590	European civilisation	3
			3591	Project: International Economic Relations	3
	Elective subjects from group '11' – two subject are chosen	3		Elective subjects from group '13' – two subject are chosen	2
3582	International Relations and Foreign Policy of Bulgaria	3	3595	Advertising Communication	2
3583	Global Issues of Humanity	3	3592	Professional Communication in the EU in English/German/French	2
			3593		2
			3594		2
	Elective subjects from group '12' – two subject are chosen	3	3569	1. State exam in Micro- and Macroeconomics	5
			2587	2. State exam in International Economic Relations	5
	Total for Semester 7:	30		Total for Semester 8:	30

Total for the period of study: 240 ECTS credits

0490 Economic History**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tel: 888 - 557,

E- mail: DMinchev@ru.acad.bg

Abstract:

The subject History of the Economy encompasses the period from the beginning of the economic processes in the middle of the XVII century, preceding the modernization (industrial age), to the recent day when prerequisites were created for transition to a post-industrial society. On this background on the basis of comparative analysis the economic development on Bulgarian territories from the Renaissance until the end of the last decade is also considered.

Course content:

Theoretical and methodological foundations of economic history. The beginning of Modern times (the manufacturing era) XVII - XVIII century. Economic development of states during the pre-monopolistic industrial period (the end of XVIII century to the 1870s). Economic development of the world from the 1870s to World War One. Economic development of the world between the two world wars. Economic development of the world after the end of World War Two till the present day.

Teaching and assessment:

The Economic History course is delivered in two main forms - lectures (45 hours for the semester) and seminars (15 hours). In the lectures the focus is mainly on clarifying the economic processes in world and European perspective as the economic development of the largest countries is of greatest interest. In the seminars the focus is exclusively on the problems of the home economic history in different periods of the country's development. Continuous assessment is applied to check the students' knowledge at seminars. The Economic History course finishes with a semester exam..

0491 Mathematics Part 1**ECTS credits:** 4**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Algebra and Geometry, Faculty of Education**Lecturers:**

Assoc. Prof. Petar Ivanov Rashkov, PhD, Dept. of Algebra and Geometry, tel: 888 - 453;

E-mail: tpeter@ami.ru.acad.bg

Assoc. Prof. Tsetska Grigorova Rashkova, PhD, Dept. of Algebra and Geometry, tel: 888 - 453;

E-mail: tcetcka@ami.ru.acad.bg

Abstract:

The subject helps students form basic notions about mathematical methods necessary to create models of economic phenomena. Several such simple models are considered. The subject lays the foundations for further studies of quantitative methods for exploring economic phenomena.

Course content:

Equations and inequalities. Systems of linear equations. Matrices and determiners. Matrix equations, Leontief's static model. Numeric sequences and series. Simple and complex interest. Discount - description and methods. Annuity. Derivative. Application of the derivative in economics. Function elasticity - definition, elasticity of supply and demand. Indefinite integral - definition, methods of calculation. Definite integral - definition, geometric meaning, calculation. Application of the definite integral in economics.

Teaching and assessment:

The theoretical basis of the topics presented at lectures is applied at seminars through solving problems; individual practice is accomplished by weekly assignments. Two written tests are administered and students with grades above 4.50 are exempt from an exam and their semester grade is formed on the basis of an interview with the lecturer. Students are given 6 problems at the exam and they have to solve at least 3 to pass.

0544 Computer Science**ECTS credits:** 5**Weekly workload:** 1lec+ 3ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. P. Sigalov

Assistant prof. M. Andreeva

Abstract:

The course aims to acquaint students with the computer as a technical means and with the software packages. It is the goal of the practical work of the students learn to use a computer in their work and the most regularly applied programme systems.

Course content:

Brief history of the development of computers, computer classification; the Entrance / Exit devices, an international memory chip ; Computer networks - Local , world , Internet ; Operation systems, operation center stages with a graphic interface ; Systems for word processing, electronic tables ; Data bases, relational data bases ; Systems for computer graphics.

Teaching and assessment:

The practice sessions are carried out in computer labs. Students must show they use the programme systems successfully. During the semester the theoretical knowledge of students is monitored and checked by regular tests. At the end of the semester a test on the entire material,, including 100 questions is a prerequisite for the students to have a passing grade. The final ECTS grade is based on the regular tests and the final semester test.

0545 Basics of Law**ECTS credits:** 6**Weekly workload:** 4lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Civil Law, Faculty of Law**Lecturers:**

1. Assoc. Prof. Lachezar Ivanov Dachev, J. D., Dept. of Public Law, tell: 451-064
2. Assistant Prof. Katya Petkova Raikova, Dept. of Civil Law, tell: 451-064
3. Assistant Prof. Atanas Hristov Georgiev, Dept. of Civil Law, tell: 451-064
4. Assistant Prof. Ivailo Todorov, Dept. of Public Law, tell: 451-064

Abstract:

The Basics of Law course aims to acquaint students with the subject matter, functions, method and approach of the general theory of law, the state - law relations, the sources of law, subjective law and judicial norms in the main branches of law, their action, interpreting and meaning, legal bodies, legal facts and objects, rise and development of relations between traders, public law relations between the state and subjects - persons and legal bodies.

Course content:

The course can structurally be subdivided into three separate sections, each of which includes questions clarifying what is typical and specific about the different types of arising judicial relationships. More precisely, the course includes: The forms of and theories about the origins of law. Types of legal norms and their action. Civil law interpretation. Notion of private law and legal obligation and types of individual rights. Notion of trader and acquiring trader's quality..

Teaching and assessment:

The lecture topics enable students to get acquainted with basic regulatory acts in the field of law and its branches; to interpret and analyze legal norms; to compare at theoretical level the separate judicial bodies and institutions. In the course of study, the lecturers emphasize on the specifics of property and contractual law. Lectures and seminars are organized in parallel. Discussions are held, main aspects are highlighted and the preparation is assessed during the seminar. The exam implies students answering two questions in writing, elaborating on them afterwards, answering additional questions from the course content, about which the examiner may decide to ask, and the examiner assesses the degree to which the material has been acquired. In giving the grade, the examiner takes into account the student's performance at seminars.

1562 English part I; 1564 German Part I; 1565 French Part I; 0546 Russian part I**ECTS credits:** 8**Weekly workload:** 7ps**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Foreign Languages, Faculty of Business and Management**Lecturers:****English's:** Lecturer Angela Metodieva Spassova, Dept. of Foreign Languages, tell: 888 816E-mail: aspasova@ecs.ru.acad.bg

Lecturer Elitsa Dimitrova Georgieva, Dept. of Foreign Languages;

E-mail: edgeorgieva@ecs.ru.acad.bg**German:** Sr Lecturer Sergey Vassilev Bartenev, Dept. of Foreign Languages ; tell: 888 824;E-mail: sbartenev@ecs.ru.acad.bg**French:** Sr Lecturer Roumyana Ivanova Milanova, Dept of Foreign Languages;E-mail: rmivanova@ecs.ru.acad.bg;**Russian:** Sr Lecturer Iliyana Gancheva Benina, Dept. of Foreign Languages ;E-mail: ibenina@ecs.ru.acad.bg;**Abstract**

The foreign language module I aims to achieve communicative competence in the area of the subject specialism and the future job. The teaching objectives comprise the development of reading comprehension skills to handle specialist texts and the acquisition of communication skills to interact successfully in professional settings and everyday situations. The course is elective, group 1.

Course content:

Meeting people. Telephoning. Company Presentation. Product Description. Reporting. Socializing. Meetings. Making Arrangements. Describing Trends.

Teaching and assessment:

To acquire the necessary language knowledge and to develop skills in using the language as a means of communication a wide range of authentic and specially constructed texts (i. e. articles, diagram and tables, brochures and catalogues etc.) as well as audio, video, and multimedia materials are used. In class students participate in role plays, business simulation games, pair and group activities and they are encouraged to work on their own on their translation assignment. Continuous assessment involves at least two written tests and oral testing as well.

1566 European Area Studies (Anglophone Component) Part One**ECST credits:** 8**Weekly workload:** 7ps**Assessment:** continuous assessment**Type of Exam:** written and oral**Department involved:** Department of European Studies, School of Business and Management**Lectuerer:** Principal Assistant-Professor Roumyana Petrova Stoyanova, PhD

Department of European Studies, Tel. (082) 888 811; (082) 846 106;

E-mail: Fulbright@ru.acad.bg roumyanapetrova@yahoo.com**Abstract**

European Area Studies (Anglophone Component) Parts One and Two is an obligatory option (with English as a Foreign Language as an alternative course) in the International Economic Relations degree curriculum. They are studied in the first and the second semester. An important prerequisite is that as EAS (AC) is conducted entirely in English. The course is elective, group 1.

Course content:

As the EAS (AC) aims to present in a systemic way the authentic Anglophone culture in its entirety and specificity, it includes a variety of essential facts about the Anglophone world with a special stress on Britain and England. Part One in semester one centers on the physical and cultural geography of the English-speaking countries covering the most significant cultural periods in the history of Britain from the beginning up to the Enlightenment.

Teaching and assessment:

Assessment includes 20 % from the student's in-class participation, 40 % from the term test done as scheduled, and 40 % from the submitted and presented as scheduled research paper. 100 % is the highest mark (excellent 6), 40 % is the lowest passing mark (fair 3), less than 40 % is failure. Correction exams include an oral presentation of two of the covered topics randomly selected by the student and a written term test.

1567 European Area Studies (German - speaking countries) part 1**ECTS credits:** 8**Weekly workload:** 7ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Pr. Assist. Prof. Zoya Todorova, . Department of European Studies, tel.: 888 811

E-mail: ztod@abv.bg

Abstract:

This course from the International Economic Relations Degree curriculum becomes compulsory upon election. It is usually chosen by first year students who have been admitted to the degree course following an Entrance Exam in German Language (Advanced level). This is the first part of a course initiating students into the major aspects of the social, political, economic, and cultural life of the German speaking area of Europe. It aims to build up skills for comparative studies of the region and encourages students to acquire patterns, techniques and tools for successful language communication in an academic or business environment. The course is elective, group 1.

Course content:

Physical geography of the region. Foundation of the German speaking states. Comparing the political and administrative structure of the German speaking states. Demographic development. Patterns of communicative activities – summarizing, giving definitions, describing objects, events and people, negotiation, argumentation, debate and academic essay writing.

Teaching and assessment:

Teaching is conducted through practical seminars. Topics are well visualized through a variety of didactic material. The communication patterns follow the progression: demonstration, analysis, commentary and realization of concrete practical tasks. Simulation and role-play are amongst the most preferred teaching methods. Students are given course assignments, an act allowing them to work individually or in small teams towards a theme chosen from the subject matter of the discipline. Students whose command of German is at a lower level are allowed the alternative to translate texts, linked thematically to the subject of the course. Final assessment is based on three components: attendance and participation, tests and semester course assignment.

1561 European Area Studies (French - speaking component), part 1**ECTS credits:** 8**Weekly workload:** 7 ps**Forms of Assessment:** Continuous Assessment**Type of Exam:** Oral and Written**Department:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Pr. Assist. Prof. Romyana Tsvetanova Sobadjieva, Dept. of European Studies, tell: 888 811

E-mail: rumi_mihailova@yahoo.fr or rsobadjieva@ru.acad.bg

Abstract

The course in European Area Studies (French - speaking component) is designed for first year students of the International Economic Relations and Marketing Degree courses. It becomes a compulsory course the first and the second semester the moment it has been selected by the respective students. It is a necessary prerequisite to continue the module courses conducted in French within the above mentioned BA programs. It has the goal to prepare the students in terms of language competence and appropriate cultural behavior with view to their future business contacts. The course is elective, group 1.

Course content

The course gives basic knowledge about France and all French-speaking countries in Europe.

Teaching and assessment

The course is led entirely in French. Study material is based on handouts which are currently updated. Presentations and discussion are major and preferred forms of control and feedback. Stress is laid on oral and written communicative skills. The course includes two written tests. The final ECTS grade is formed as the average result from the two tests and the doubled grade from the course.

0567 Philosophy**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Social Studies, Faculty of Education**Lecturers:**

Dr. Maria Petkova Rainova, Ph D, Dept of Social Studies

Abstract:

The essence, content and function of Philosophy are revealed on the basis of studying it as an element in the system of the spiritual culture. The course aims to bring students closer to the humanitarian aspects of culture and form a system of ideals and universal values and general principles of ethical and social behavior. This course is elective, group 2.

Course content:

Philosophy and civilization. Ancient Greek philosophy from the early, mature and late antiquity. The rise of the humanitarian culture and adoption of a new system of values. The scientific revolution and the philosophy of the new times. Marx's philosophy and its critics. Main trends in modern western philosophy. Man in the historical process. Mind and spiritual activity. Cognition, truth, values.

Teaching and assessment:

The lecture and the informal debate are the main methods in presenting the information, which is structured on the basis of combining the approaches of history and logic. By applying the method of history, one can reveal how the content of philosophy changes depending on which element of culture dominates or has reached its highest level at a particular point. Through the logical method philosophical problems are outlined more clearly. During the lectures informal talks are used to stimulate students' thinking and develop cognitive attitude towards philosophical problems - the latter is achieved mainly at seminars. Requirements for a student to have a semester validation - regular attendance of seminar exercises and active participation in the debate. In the Philosophy course achievement is measured by continuous assessment. Continuous control is done first, at lectures while formulating problems and elaborating on them and secondly, at seminars while debating. Writing essays on particular topics and their discussion at seminars is a more individualized task performed by students. At the end of the semester there is a discussion on all topics as a result of which the final grade is formed.

0568 History of the Religious Teachings**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Social Studies, Faculty of Education**Lecturers:**

Assistant-Professor Z. Ivanova tel: 841 609, 888 246

Abstract:

The course is linked with the rise and formation of the religious idea in primitive societies and the later more profound formation of religious and philosophical beliefs and world religions. The common elements of these religious beliefs are revealed which brings us to the idea of common religious roots and values on the planet. The content of the course enriches the cultural background of the students.

Course content:

The birth of the religious idea. Buddhism. Judaism. Christianity. Islam. The greatest enlightened teachers of humanity and the values preached by them.

Teaching and assessment:

The lecture course is based on the principle of juxtaposition and contrast. The course finishes with an exam. The Final ECS grade is based on regular attendance, participation in lectures and seminars and the results from the final unseen written exam.

0589 Microeconomics**ECTS credits:** 6**Weekly workload:** 3lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Business and Management Faculty**Lecturers:**

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tel: 888 - 557,

E- mail: DMinchev@ecs.ru.acad.bg

Assoc. Prof. Emil Georgiev Trifonov, PhD, Dept. of Economics, tel: 888 - 557

Abstract:

The subject Microeconomics is a part of the existing course in Economics. The other two integral parts are Macroeconomics and World Economy. Microeconomics studies the most general notions, categories and laws characterizing the behaviour of the company under market conditions. It analyses the behaviour of the separate market entities without differentiation between them. The subject is closely related to the above-mentioned parts of Economics - Introduction to Micro and Macroeconomics as well as Macroeconomics. Mathematics is a prerequisite for the course and it in turn is a prerequisite for Macroeconomics and all specific economic disciplines.

Course content:

Introduction to Microeconomics. Demand and supply on the separate markets. A model of a customer's demand and behaviour. Production process. Production expenses and company income. Perfect competition and supply. Imperfect competition and supply. Production factors and pricing. Labor market. Capital market. Land market. Distribution of income and wealth. General market equilibrium.

Teaching and assessment:

Training is conducted by lectures where information is presented and seminars where some questions raised in the lectures are further clarified with the active involvement of the students. Students' participation in seminars is through presentations, talks, essays and reviews prepared on their own initiative or assigned by the lecturer, which represents their extramural activity. The examination is the final type of control but continuous assessment is applied, too. It is in the form of two term tests (TT1 and TT2) and student's performance (SP). At the end of the semester a continuous assessment mark is formed as the average of the TT1, TT2 and SP marks. The final ECTS grade is the average of the continuous assessment grade and the exam grade.

0590 Mathematics Part 2**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Algebra and Geometry, Faculty of Education**Lecturers:**

Assoc. Prof. Petar Ivanov Rashkov, PhD, Dept. of Algebra and Geometry, tel: No 888 - 453;

E-mail: tpeter@ru.acad.bg

Assoc. Prof. Tsetska Grigorova Rashkova, PhD, Dept. of Algebra and Geometry, tel: No 888 - 453;

E-mail: tcetcka@ru.acad.bg

Abstract:

The subject continues to assist students in forming general notions about mathematical methods which are used to model economic phenomena. A number of such models are considered. Together with Mathematics Part 1, the subject is a prerequisite for further studies of quantitative methods for exploring economic phenomena.

Course content:

A function of two variables. Extreme with and without constraints. Power series. Power series in economic models. Differential equations. Ordinary differential equations (ODE) of the first order. Linear ODE of the second order with constant coefficients. Mathematical models of economic phenomena based on the use of ODE. Difference equations and their application in Economics.

Teaching and assessment:

The theoretical basis of the topics presented at lectures is acquired at seminars through solving problems and the individual practising and reinforcing is accomplished by weekly assignments. Two written tests are administered and students with grades above 4.50 are exempt from an exam and their term mark is formed on the basis of an interview with the lecturer. Students are given 6 problems at the exam and they have to solve at least 3 in order to pass.

0591 Accounting Part I**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Vasil Bojkov, Department of Economics, tell: 888 - 357

Abstract:

The subject aims to introduce the students to the nature and importance of accounting as a main component of the economic information system and particularly to explain the genesis and theoretical basis of accounting and thus facilitate the acquiring of methodology, applied in accounting practice in different branches of economy. Studying it is important for acquiring knowledge in other economic subjects and mostly in finance, economic and financial analysis and control.

Course content:

The aim of the subject contents is to prove that accounting is a product of an objectively and historically determined process of learning about social life; that its basic principles are founded on scientifically established truths and regularities; that it is an important means of overcoming the subjectivism in economic conclusions and assessments, of introducing and developing scientific knowledge. The issues of the subject and methods of accounting, the areas and modes of its application and the system of its legal regulation are explained from the point of view of solid scientific and theoretical positions.

Teaching and assessment:

These are in conformity with the need to translate the scientific knowledge and to turn it from potential into an immediate production force. Hence, the theoretic interpretation of the problems is inextricably bound to the needs and demands of practice. The seminars also contribute to this goal.

0716 Statistics Part 1**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Dept. of Numerical Methods and Statistics, Faculty of Education**Lecturers:**

Prof. Atanas Leshkov Mitkov, PhD Eng, Dept. of Agricultural Machines, tell: 888-313,

E-mail: amitkov@ecs.ru.acad.bg

Principal Lecturer Todor Tsanev Todorov, Eng., Dept. of Numerical Methods and Statistics, tell: 888 – 536,

E-mail: ttodorov@ecs.ru.acad.bg

Abstract:

The subject includes the main topics of mathematical statistics. It enables students to solve particular problems from the economic practice and apply relativity and statistics orientated approach in their future career. Mathematics Part 1 and Mathematics Part 2 are prerequisites for the subject and it in turn is a prerequisite for Statistics Part 2 and Operational Research as well as some other economics disciplines.

Course content:

General (cybernetic) approach to studying objects through experiments and observation. Main problems of mathematical statistics. Point and interval evaluation. Statistical hypothesis verification. Correlation analysis elements. Single factor regression analysis. Multi-factor regression analysis.

Teaching and assessment:

The theoretical knowledge obtained through lectures is reinforced at seminars. The examination tickets which students draw include two questions and one problem.

2105 English part II; 2106 German Part II; 2107 French Part II; 0752 Russian part II**ECTS credits:** 6**Weekly workload:** 6ps**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Foreign Languages, Faculty of Business and Management**Lecturers:****English's:** Lecturer Angela Metodieva Spassova, Dept. of Foreign Languages, tell: 888 816E-mail: aspasova@ecs.ru.acad.bg

Lecturer Elitsa Dimitrova Georgieva, Dept. of Foreign Languages;

E-mail: edgeorgieva@ecs.ru.acad.bg**German:** Sr Lecturer Sergey Vassilev Bartenev, Dept. of Foreign Languages ; tell: 888 824;E-mail: sbartenev@ecs.ru.acad.bg**French:** Sr Lecturer Roumyana Ivanova Milanova, Dept of Foreign Languages;E-mail: rmivanova@ecs.ru.acad.bg;**Russian:** Sr Lecturer Iliyana Gancheva Benina, Dept. of Foreign Languages ;E-mail: lbenina@ecs.ru.acad.bg;**Abstract**

The foreign language module II aims to achieve communicative competence in the area of the subject specialism and the future job. The teaching objectives comprise the development of reading comprehension skills to handle specialist texts and the acquisition of communication skills to interact successfully in professional settings and everyday situations. The course is elective, group 1.

Course content:

Meeting people. Telephoning. Company Presentation. Product Description. Reporting. Socializing. Meetings. Making Arrangements. Describing Trends.

Teaching and assessment:

To acquire the necessary language knowledge and to develop skills in using the language as a means of communication a wide range of authentic and specially constructed texts (i. e. articles, diagram and tables, brochures and catalogues etc.) as well as audio, video, and multimedia materials are used. In class students participate in role plays, business simulation games, pair and group activities and they are encouraged to work on their own on their translation assignment. Continuous assessment involves at least two written tests and oral testing as well.

2096 European Area Studies (Anglophone Component) Part two**ECST credits:** 6**Weekly workload:** 6ps**Assessment:** continuous**Type of Exam:** written and oral**Department involved:** Department of European Studies, School of Business and management**Lecturer:**

Principal Assistant-Professor Roumyana Petrova Stoyanova, PhD, Department of European Studies

Tel. (082) 888 811; (082) 846 106; E-mail: Fulbright@ru.acad.bg, roumyanapetrova@yahoo.com**Abstract**

European Area Studies (Anglophone Component) Parts One and Two is an obligatory option (with English as a Foreign Language as an alternative course) in the International Economic Relations degree curriculum. They are studied in the first and the second semester. An important prerequisite is that as EAS (AC) is conducted entirely in English. The course is elective, group 3.

Course content:

As the EAS (AC) aims to present in a systemic way the authentic Anglophone culture in its entirety and specificity, it includes a variety of essential facts about the Anglophone world with a special stress on Britain and England. Part One in semester one centers on the physical and cultural geography of the English-speaking countries covering the most significant cultural periods in the history of Britain from the beginning up to the Enlightenment.

Teaching and assessment:

Assessment includes 20 % from the student's in-class participation, 40 % from the term test done as scheduled, and 40 % from the submitted and presented as scheduled research paper. 100 % is the highest mark (excellent 6), 40 % is the lowest passing mark (fair 3), less than 40 % is failure. Correction exams include an oral presentation of two of the covered topics randomly selected by the student and a written term test.

2097 European Area Studies (German - speaking countries) , part 2**ECTS credits:** 6**Weekly workload:** 6ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Pr. assist. Prof. Zoya Todorova, . Department of European Studies, tel.: 888 811

E-mail: ztod@abv.bg

Abstract:

This course from the International Economic Relations and Marketing students becomes compulsory upon election, group1 electives. It is usually chosen by first year students who have been admitted to the degree course following an Entrance Exam in German Language (Advanced level). This is the first part of a course initiating students into the major aspects of the social, political, economic, and cultural life of the German speaking area of Europe. It aims to build up skills for comparative studies of the region and encourages students to acquire patterns, techniques and tools for successful language communication in an academic or business environment.

Course content:

Physical geography of the region. Foundation of the German speaking states. Comparing the political and administrative structure of the German speaking states. Demographic development. Patterns of communicative activities – summarizing, giving definitions, describing objects, events and people, negotiation, argumentation, debate and academic essay writing.

Teaching and assessment:

Teaching is conducted through practical seminars. Topics are well visualized through a variety of didactic material. The communication patterns follow the progression: demonstration, analysis, commentary and realization of concrete practical tasks. Simulation and role-play are amongst the most preferred teaching methods. Students are given course assignments, an act allowing them to work individually or in small teams towards a theme chosen from the subject matter of the discipline. Students whose command of German is at a lower level are allowed the alternative to translate texts, linked thematically to the subject of the course. Final assessment is based on three components: attendance and participation, tests and semester course assignment.

2098 European Area Studies (French - speaking component), part 2**ECTS credits:** 6**Weekly workload:** 6 ps**Forms of Assessment:** Continuous Assessment**Type of Exam:** Oral and Written**Department:** Department of European Studies, Faculty of Business and Management**Lecturer:** Pr. Assist. Prof. Romyana Tsvetanova Sobadjieva, Dept. of European Studies, tell: 888 811

E-mail: rumi_mihailova@yahoo.fr or rsobadjieva@ru.acad.bg

Abstract:

The course in European Area Studies (French - speaking component) is designed for first year students of the International Economic Relations and Marketing Degree courses. It becomes a compulsory course the first and the second semester the moment it has been selected by the respective students. It is a necessary prerequisite to continue the module courses conducted in French within the above mentioned BA programs. It has the goal to prepare the students in terms of language competence and appropriate cultural behavior with view to their future business contacts. The course is elective, group 1.

Course content:

The course gives basic knowledge about France and all French-speaking countries in Europe.

Teaching and assessment:

The course is led entirely in French. Study material is based on handouts which are currently updated. Presentations and discussion are major and preferred forms of control and feedback. Stress is laid on oral and written communicative skills. The course includes two written tests. The final ECTS grade is formed as the average result from the two tests and the doubled grade from the course.

0569 Political Science**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Social Studies, Faculty of Education**Lecturers:**

Assoc. Prof. Velichko Kirchev Panteleev, D Hist, Department of Social Studies, tell: 888-760

Abstract:

The elective course (group 2) aims at introducing students to major trends in contemporary political science. It helps to improve their political culture and to acquire knowledge about civilized methods for solving social conflicts. Students can orient themselves in complex political processes, acquire skills for political analyses and prognoses and to form their political behaviour. This course is elective (group 4).

Course content:

Object of political science. Analysis methods. Political thought development. Contemporary political theories. Nature and role of politics. Power as a social phenomenon. Political system. The state – major characteristics. Parliamentarism. Constitutionalism. Political parties and pressure groups. Political leadership. Political culture. Transition from totalitarianism to democracy.

Teaching and assessment:

The course taught by lectures and seminars concludes with continuous assessment based on short essays, seminar presentations and one written test.

0587 Introduction into European Integration**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Social Studies, Faculty of Education**Lecturers:**

Assoc. Prof. Velichko Kirchev Panteleev, D Hist, Department of Social Studies, tell: 888-760

Abstract:

The discipline works on the awareness of young Bulgarians to European integration issues. It acquaints them with the institutions of the EU and makes an attempt at clarifying how the EU works as a political, economic and cultural system. This course is elective (group 4).

Course content:

Students have the opportunity to make a quick review of European development compared to Bulgaria's development in the 20th century. Institutions of the EU and relations among them.

Teaching and assessment:

The subject is taught by lectures and seminars and concludes with continuous assessment based on short essays, seminar presentations and one written test.

3516 Macroeconomics

ECTS credits: 6

Weekly workload: 3lec+2sem

Assessment: exam

Type of exam: written and oral

Department involved: Department of Economics, Business and Management Faculty

Lecturers:

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tell: 888 - 557,

E-mail: DMinchev@ecs.ru.acad.bg

Abstract:

As a subject Macroeconomics is part of the existing course in Economics. The other two integral parts are Microeconomics and World Economy. Macroeconomics studies the most general notions, categories and laws characterising economic phenomena at the level of society. It does not analyse the behaviour of the separate market entities but the large economic flows and complexes. The subject is closely related to the above-mentioned parts of Economics - Microeconomics and World Economy. Mathematics and very often Microeconomics (but not necessarily) are prerequisites for the course and knowledge of Philosophy would be very useful, too. The subject is a prerequisite for World Economy and all specific economic disciplines.

Course content:

Introduction to macroeconomics. Measuring macroeconomic activity. Economic growth and economic cycle. Employment and unemployment. Inflation. Macroeconomic equilibrium. Keynesian model. The IS-LM model. Monetary policy. Fiscal policy. General characteristics of foreign economic policy.

Teaching and assessment:

Training is conducted by means of lectures, where information is presented, and seminars, where some questions raised in the lectures are further clarified with the active involvement of the students. Students' participation in seminars is through presentations, talks, essays and reviews prepared on their own initiative or assigned by the lecturer, which represents their extramural activity. The examination is the final type of control but continuous assessment is applied, too. It is in the form of two term tests (TT1 and TT2) and student's performance (SP). At the end of the semester a continuous assessment mark is formed as the average of the TT1, TT2 and SP marks. The final result is the average of the continuous assessment and the exam grade.

3517 Accounting II

ECTS credits: 5

Weekly workload: 2lec+2sem

Assessment: exam

Type of exam: written and oral

Department involved: Department of Economics, Faculty of Business and Management

Lecturers:

Assoc. Prof. Vasil Stefanov Bojkov, PhD

Abstract:

The subject aims at introducing the students into the methodology applied in accounting in different branches ; to give them knowledge about the information created by this system and about how it can be used in managing economic processes, resulting from them. Thus it furthers the knowledge taught through the other economic and managerial subjects.

Course content:

The methods used in accounting are interpreted on a broad economic basis to give a true idea of the property and financial status of the enterprise and of the processes occurring in it as well as the results achieved. Other examined issues are information about management of capital and other sources of funding; fixed assets and current assets; supply, production and sales; forming and distribution of financial results; relations with the budget and other agents of economic activity. The possibilities to use and analyze the accounting information, controlling and regulating the economic processes and the results of the company activity are also given profound consideration.

Teaching and assessment:

They are in conformity with the necessity to provide personnel that can examine in depth the current problems and offer how to solve them ahead of time. In accordance with this the lectures are at a high theoretical level. The importance and need to materialize the power of knowledge and to turn abstract opportunities into reality is recognized. We use widely the system of exercises on concrete objects and situations taken directly from practice. A course project is done in which the students demonstrate their abilities to use the company information to analyze its achievements on concrete economic factors.

3518 Information Technologies**ECTS credits:** 6**Weekly workload:** 2lec+3Labs**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lecturers:**

Assoc. Prof. Jordanka Paseva Velcheva, PhD, Dept of Business and Management, tel: 888 - 776,

E-mail: jvelcheva@ecs.ru.acad.bg

Assoc. Prof. Alexandar Petkov, PhD Eng., Dept of Business and Management, tel: 888 - 776,

E-mail: apetkov@ecs.ru.acad.bg

Abstract:

The subject helps to increase the informatics competency of future managers. The students acquire the knowledge they need about information systems and technologies in the business sphere and information management and acquire practical skills to use software products for business applications. A prerequisite to study the subject is knowledge of the functional characteristics of computer equipment and systems programs, which is obtained from the course in Informatics Part 1. The students apply the new knowledge and skills in any subject they study where it is necessary to compile, process and present information.

Course content:

A description and characteristics of business information. Classifying and coding information. Information technologies in administrative work, in planning and in finances and accounting. Types of information systems. A company information system (Managerial Information System - MIS) – description and setting up. Information infrastructure of the company. Business communication technologies. Information management.

Teaching and assessment:

The main aspects of the theory of information systems and technologies and information management are clarified in the lectures as well as the functional characteristics of the main types of software products for business applications. The lab exercises ensure the acquiring of skills to work with particular software products. The students receive individual tasks as course assignments and thus they learn to apply on their own and creatively the new knowledge and skills and solve practical corporate problems. To have the semester validated, students are required to submit and defend their course assignment in due time and attend the lab exercises regularly.

3519 Statistics II**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Numerical Methods and Statistic, Faculty of Education.**Lecturers:**

Prof. Atanas Leshkov Mitkov, D Eng, Dept. of Agricultural Machines

Tel: 888-553; E - mail: amitkov@ecs.ru.acad.bg

Principal Assistant prof. Todor Tsanev Todorov, M Eng, Dept. of Numerical Methods and Statistic,

Tel: 888-536; E - mail: ttodorov@ecs.ru.acad.bg

Abstract:

The subject includes some specific issues of mathematical and economic statistics. Mathematics I, Mathematics II and Statistics I are prerequisites for the subject and, in turn, it is a prerequisite for some economic subjects.

Course content:

Indexes and index analysis. Temporary statistic sequences analysis. Statistic analysis of prices, national turnover, finance, money turnover and credit. Statistic survey of population income and consumption.

Teaching and assessment:

The theoretical knowledge acquired at lectures is expanded at seminars. Course assessment is through an exam. The exam includes answering two questions from a drawn ticket and one task. The final ECTS grade is formed on the basis of seminar participation and exam results.

3520 Trade Law

ECTS credits: 4

Assessment: exam

Department involved: Department of Civil Law, Law Faculty

Lecturers:

Assoc. Prof. Georgi Stefanov, J. D., Department of Civil Law,
Assistant Prof. Desislava Despodova, Department of Civil Law,
Assistant Prof. Denica Kaneva, Department of Civil Law,

Abstract:

The lecture topics enable students to learn about basic regulatory acts in the field of trade and cooperative law; to make theoretical comparisons and analogies between the different legal bodies and institutions; to find out about the specifics of trade law, to acquire knowledge on the main aspects of trade law.

Course content:

The Trade Law course aims to acquaint students with the nature and method of legal regulation, with the system and sources of trade law, with the questions of trade quality, business enterprise, and business representation, the general state of business unions and cooperatives, trade transactions, insolvency.

Teaching and assessment:

The series of lecture on the Trade Law course presupposes knowledge in the field of the general theory of law, property and contractual law, i.e. a successfully taken course in the subject Basics of Law. Lectures and seminars are organized in parallel. For the latter students are expected to come to class prepared on topics assigned in advance. Discussions are held, main aspects are highlighted, regulatory acts are considered and students' preparation is assessed. The exam requires that students answer two questions in writing, elaborating on them afterwards, answering additional questions from the course contents, which the examiner may decide to ask, and the examiner assesses the degree to which the material has been acquired. In judging the final grade the examiner takes into account the student's performance at seminars.

Weekly workload: 3lec+1sem

Type of exam: written and oral

3521 Psychology of the Individual

ECTS credits: 4

Assessment: continuous assessment

Departments involved: Department of Business and Management, Faculty of Business and Management

Lecturers:

Assoc. Prof. Boris S. Minchev, PhD, a visiting lecturer from St. Kliment Ohridski University of Sofia

Abstract:

The subject Psychology of the Individual presupposes that student have some knowledge of general psychology and advances their preparation related to comprehending the individual from the point of view of modern psychology. The issues discussed are the psychological structure and formation of the personality as well as the psychological functions that enable one to be active. Several personality types are examined. The socio-cultural conditions for the utmost self-expression of the individual are considered. The course is elective (group 5).

Course content:

The question about the individual in psychology. Methods of studying the individual. Motivation theories. The individual and moral development. A five-factor model of the individual. A layer structure of the individual. Needs. Specifics of human needs. Motives of behaviour. The image of the world. Psychological structure and functions of the conscience. The unconscious in man as a psychology issue. Psychodynamic characteristics of the individual. Emotional occurrences. Will. Abilities. Skills in the context of efficiency. A review of innovative ideas concerning psychology of the individual.

Teaching and assessment:

The content is presented in lectures and some of the issues are explained further at seminars with the active participation of the students. Assessment is continuous.

3522 Sociology**ECTS credits:** 4**Weekly workload:** 2lec+2sem**Assessment:** continuous assessment**Type of exam:** written and oral**Departments involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Zdravka Toneva, PhD, Institute of Philosophy at Bulgarian Academy of Sciences

Abstract:

The subject Economic Sociology studies the problems of the individual - society relation as well as the individual - society and interpersonal relations in industry. These relations are transformed according to role functions in different stratification: manager - employees, manager - shareholders, electorate - elite. The course is elective (group 5).

Course content:

The syllabus is divided into three sections. The first one aims to provide a certain sociological awareness by examining general theoretical problems and notions. The second section specializes in economic sociology and tries to differentiate it from the other branches of sociology as a social science. With the third section all the theory is put into practice by the methods and means of the empirical sociological research. It is essential that within the curriculum of the Faculty of Business and Management this subject is preceded by other social sciences - History, Economics, etc. At the same time it is a good starting point for other similar subjects – Psychology of the Individual, Social Psychology, etc.

Teaching and assessment:

The content is presented in lectures and some of the issues are explained further at seminars with the active participation of the students. Assessment is continuous.

3523 Professional Communication in English I**ECTS credits:** 4**Weekly workload:** 4ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Principal assistant prof. Lyudmila Dicheva-Sokolova, Department of European Studies, tel.888 811

E-mail: LDicheva@ru.acad.bg

Abstract:

The course is designed for Marketing and International Economic Relations students. It corresponds well to the goals of the degree courses. The aim of the discipline is further knowledge about the business organisations and the ways of communicating inside or outside them in English. The course is elective (group 5).

Course content:

Written business communication in English. Business letters. Memos. Minutes and protocols. Reports. Oral and non-verbal communication: speeches and presentations, interviewing, being interviewed, telephone conversation. Interpretation skills. Negotiation and persuasion skills. Chairing a meeting (conference).

Teaching and assessment:

Technology of teaching is based on two contact forms: practice sessions and a course assignment which is indicative of the practically oriented nature of the course. Teaching is conducted in English. The final ECTS grade is formed on the basis of four components:

- 10% attendance
- 40% tests
- 30% participation
- 20% course assignment.

3524 Professional Communication in German I**ECTS credits:** 4**Weekly workload:** 4ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Pr.Assist. Prof. Zoya Todorova, Department of European Studies, tel.: 888 811

E-mail: ztod@abv.bg

Abstract:

The course is designed for Marketing and International Economic Relations students. It corresponds well to the goals of the degree courses. The aim of the discipline is further knowledge about the business organisations and the ways of communicating inside or outside it in German. The course is elective (group 5).

Course content:

Written business communication in German. Business letters. Memos. Minutes and protocols. Reports. Oral and non-verbal communication: speeches and presentations, interviewing, being interviewed, telephone conversation. Interpretation skills. Negotiation and persuasion skills.

Teaching and assessment:

Technology of teaching is based on two contact forms: practice sessions and a course assignment which is indicative of the practically oriented nature of the course. Teaching is conducted in German. The final ECTS grade is formed on the basis of four components:

- 10% attendance
- 40% tests
- 30% participation
- 20% course assignment.

3525 Professional Communication in French I**ECTS credits:** 4**Weekly workload:** 4ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Pr. Assist. Prof. Romyana Tsvetanova Sobadjieva, Dept. of European Studies, tell: 888 811

E-mail: rumi_mihailova@yahoo.fr or rsobadjieva@ru.acad.bg

Анотация

The discipline Professional communication in French is included as elective for International Economic Relations and Marketing second year students. It corresponds well to the goals of the degree courses. The aim of the discipline is further knowledge about the business organisations and the ways of communicating inside or outside it in French. The course is elective (group 5).

Course content:

Applying for work, a resume, a business interview. Organizational structure of a company-description. Description of products and places of tourism. Setting up a business – swot analysis in French

Teaching and assessment:

The course is carried out in French. Technology of teaching is also based on two contact forms: practice sessions and a course assignment which is indicative of the practically oriented nature of the course. Teaching is conducted in French. The final ECTS grade is formed on the basis of four components:

- 10% attendance
- 40% tests
- 30% participation
- 20% course assignment.

3526 World Economics**ECTS credits:**6**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tel: 888 - 557,

E- mail: DMinchev@ru.acad.bg

Abstract:

The subject World Economics is an integral part of Economics - mega-economy or international economy. It is concerned with the most general notions, categories and interconnections in the world of economic relations. Topics and themes like the following ones come within the perimeter of World Economics: international trade theories, duty taxes, non-tariff restrictions, international currency and credit market, a balance of payment, international corporations, world integrations and formations, global economic processes. Macroeconomics is a prerequisite for the course and it in turn is a prerequisite for all specific economic disciplines related to the courses in international economic relation and marketing.

Course content:

International trade and foreign trade restrictions. Currency market and currency policy. International flow of capital. Regional economic integration. Economic problems of developing countries.

Teaching and assessment:

The lectures provide most of the knowledge. The seminars have two aims: clarifying the more difficult items from the lectures and adding more information where necessary. Students' self-study is focussed on the information from the lectures and related literature - individual tasks are assigned to find particular information for the seminars. The continuous assessment grade is formed on the basis of the results from two tests whilst individual performance at seminars can raise the mark by 0.5.

3527 Finance**ECTS credits:** 7**Weekly workload:** 3lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Vasil Zahariev, D Econ, Dept. of Economics

Abstract:

The objective of the course is to introduce students into the nature and manifestation of (company) finances as specific monetary relations that take part in all fields and branches of economy. Particular emphasis is placed upon the application of finances in enterprises (where most university graduates will work) with special attention paid on the ways they could possibly influence the parameters of economic growth. This course is a prerequisite for other economic disciplines such as Accounting, Economic and Financial Analysis and Financial Control. Acquiring subject knowledge is a prerequisite for successful learning of other economic subjects and primarily of accounting, economic and fiscal analysis and control on economic and financial activities.

Course content:

Positive beginning is given a priority. In accordance with this scientific-theoretical basics of finance are explained, their organization and function forms, the preconditions for improving their efficiency, the factors to measure and assess their development results, etc.

Teaching and assessment:

The teaching methods seek to develop methodological and heuristic abilities in students as well as to broaden their world outlook. Therefore, we direct a lot of efforts towards overcoming the pure empirical interpretation of the matter while aiming at clarifying its deep theoretical and logical foundations. We also acknowledge the importance of practical implementation of acquired knowledge. To that end, the course is taught by lectures and seminars where students can develop their knowledge of the subject by discussing and solving various practical problems. The final ECTS grade is based on the final semester exam.

3528 Fundamentals of Management

ECTS credits: 6

Weekly workload: 3lec+2sem

Assessment: exam

Type of exam: written and oral

Department involved: Department of Business and Management, Faculty of Business and Management

Lecturers:

Assoc. Prof. Vasil Penchev, Department of Business and Management, tell. 888 851

E-mail: vpentchev@ecs.ru.acad.bg

Principal assistant prof. Miglena Pencheva Department of Business and Management, tell. 888 431

Abstract:

The course aims to provide students with basic managerial knowledge and skills. The teaching material is designed in accordance with the contemporary concepts in the theory of management by following the functional principles. This provides a basis for dividing the course syllabus into 4 main parts. The course builds on knowledge and skills acquired in Economic Geography of Europe, Microeconomics, Macroeconomics, World Economics, Organizational Communication, Public Relations and is a prerequisite for Marketing, Project Management, Professional Ethics, etc. as well as the diploma theses.

Course content:

Management – Theory and Practice; Planning; Organizing; Directing; Controlling; International Management.

Teaching and assessment:

Besides the traditional teaching methods at lectures we offer a lot of visualization in the form of graphs, tables, charts, slides, etc. Appropriate examples clarify the subject matter of the lectures. The seminars and the lectures are organized in parallel. Students are expected to be acquainted with the previous lecture material before each seminar. The seminar lecturer carries out continuous assessment and gives an average grade for the semester based on the overall student's participation during classes and the results from the exam. There is a particular emphasis on the practical application of the methods taught throughout the course. The overall performance during the term plus the exam results are considered when forming the final ECTS grade.

3529 Economic Theories

ECTS credits: 5

Weekly workload: 2lec+2sem

Assessment: exam

Type of exam: written and oral

Department involved: Department of Economics, Faculty of Business and Management

Lecturers:

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tell: 888 - 557,

E- mail: DMinchev@ru.acad.bg

Assoc. Prof. Emil Trifonov, PhD, Dept. of Economics, tell: 888 - 557

Abstract:

The discipline Economic Theories acquaints the students with the basic theories in the field of contemporary economic science and corresponds well with other economics courses.

Course content:

Classical economic theories. The birth of contemporary economics theory- A. Smith and the liberal doctrine. Socialist economy doctrines. Criticism on modern economic theories.

Teaching and assessment:

Workload specifies the important meaning of the discipline in the curriculum of the Marketing degree course. Students are given a detailed topical questionnaire together with the necessary reference literature. Major issues are discussed in written (report) or oral form (debates, discussions) by the students. Each report is reviewed by the lecturer. There are tests on concrete themes to check the progress of the students and get the necessary feedback on how the theoretical matter is perceived by the majority. The final ECTS grade is based on the results from the continuous assessment during the semester and the unseen semester exam on two questions which have to be analysed and discussed by the student.

3530 Sustainable Regional Development**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Nikolai Naidenov, Department of Business and Management, tell: 888 520;

Assoc. Prof. Diana Antonova, Department of Business and Management, tell: 888 617;

Assoc. Prof. Krasimir Enimanev, Department of Economics

Abstract:

The purpose of this discipline is to give students root knowledge and skills on the entire philosophy, the strategy and the approaches of Sustainable Regional development in Bulgaria as part of the European Union. They need to understand the main goals, principles and strategies for sustainable development of the regions in the European Union and Bulgaria.

Course content:

Sustainable regional development; the sustainable development of clientele; overall strategies for stable development of regions.

Teaching and assessment:

Teaching is carried out through more lectures than seminars as the goal of the course is mainly informative. During the seminars the subject matter from the lectures is discussed and additionally explained. Some of the seminars include the case study teaching method which is a good teaching tool. The final ECTS grade is the average result from regular tests and participation in lectures and seminars.

3531 Economic Geography of Europe**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Departments involved :** Department of Economics, Faculty of Business and management**Lecturers:**

Assoc. Prof. Dr Vassil Georgiev Dojkov, PhD, Dept. of European Studies, tell: 888 - 813

Abstract:

Economic Geography is one of the major research fields of geographical science. It includes the Economic geography of all branches of the national economy – industry, agriculture, transport, economic relations, tourism, etc. in a global aspect. Another direction of interest are the main regions of the European Union, the G-7 countries, ASEAN, etc., which are also focused on. The course is elective (group 6).

Course content:

Industry – power engineering, ferrous and non-ferrous metallurgy, machine building, chemical industry and all other sub-branches of industry, the sub-branches of field farming, live-stock breeding, the kinds of transport – road, water, air. Economic characteristics of the 15 European Union countries are examined. The countries from G-7 outside Europe – the USA, Canada, Japan.

Teaching and assessment:

Teaching represents a combination of lectures and seminars where the topic components are specified in the form of statistic tables for the countries which are the largest producers of coal, petrol, gas, electric power, uranium, ferrous and non-ferrous metals, gold, silver, platinum, diamonds, ships, vehicles, cement, sugar, wine, wheat, maize, soy, rice, etc. The final ECTS grade is based on continuous assessment drawn from presentations and regular testing.

3532 Economic Geography of Bulgaria**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Departments involved :** Department of Economics, Faculty of Business and management**Lecturers:**

Assoc. Prof. Dr Vassil Georgiev Dojkov, PhD, Dept. of European Studies, tell: 888 - 813

Abstract:

The students are acquainted with the geography of Bulgaria (physical, economic, political and social), and the fundamental necessity of economic specialization. The course is elective (group 6).

Course content:

Physical Geography of Bulgaria in brief. Industry, agriculture, leisure, cultural and educational tourism. Specificities of Bulgarian economic development between the wars, after the Second World War and the transition from command to market economy.

Teaching and assessment:

Lectures and seminars offer a lot of visualisation in the form of tables, diagrams, maps. The final ECTS grade is formed on the basis of seminar participation and regular written tests.

3537 Marketing**ECTS credits:** 7**Weekly workload:** 3lec+2sem**Assessment:** exam**Type of exam:** written and oral**Departments involved:** Department of Economics, Faculty of Business and management**Lecturers:**

Assoc. Prof. Georgi Emilov Valchev, Department of Economics, tel: 888 - 357

E-mail: GValchev@ru.acad.bg

Abstract:

The course aims to introduce students to the basic theoretical and methodological issues of marketing. Basic understanding of economic theory and the problems of world economics is a prerequisite for gaining knowledge of marketing. The subject supports the further study of methods and approaches to applying the marketing concept in managing business.

Course content:

Introduction to the subject of marketing. Definition of marketing. Types and kinds of marketing. "Marketing mission" concept. Marketing environment. Marketing information system. Strategic marketing planning and types of strategies. Factors, determining the choice of a marketing strategy. Production, marketing and stock policy. Consumer behaviour. Market segmentation. Marketing and life cycle. Main strategies in the area of stock policy. Nature, range and principles of the price policy. Price surveys in marketing. Realization of the price strategy of a company. Distribution policy of the company. Marketing logistics. Business communications in modern marketing. Advertisement and kinds of advertising policy tools. Organizing and running an advertising campaign.

Teaching and assessment:

The theoretical basics of the topics given at lectures are consolidated in seminars by doing tests and fulfilling tasks and there is also an individual multipart course assignment for students to practice working on their own. The students are allowed to sit for an exam after they have submitted their course assignments. The exam starts with students answering two questions in writing after which there is an oral quiz.

3538 Labour Economics**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and management**Lecturers:**

Assoc. Prof. Pavlin Ivanov, D Econ, Department of Economics, tel: 888 357

Abstract:

The course in Labour Economics is obligatory according to the state regulations for the bachelor in Marketing. It aims at introducing the students to the main issues of the economics of labour and the labour relations under the conditions of the market economy developing in our country. The subject is of theoretical, methodological and applied nature. Macroeconomics and Corporate Economics are prerequisites for the course since it uses the knowledge they give about the main economic categories, principles and classifications of the economic environment elements. It is also a prerequisite for the course in Personnel and Human Resource Management. Finally, it is related to almost all practical and applied economic courses.

Course content:

Introduction into Labour Economics. Labour market. Employment and unemployment. Labour protection. Corporate personnel. Motivation and commitment, personnel training and development. Labour organization. Labour standards. Labour pricing and pay. Labour productivity. Labour quality. Labour efficiency.

Teaching and assessment:

These include lectures and seminars which expand and complement the student knowledge on the topics, included in the lecturing course. The final ECTS grade is based on an exam procedure.

3539 Corporate Planning

ECTS credits: 5

Weekly workload: 2lec+2sem

Assessment: exam

Type of exam: written and oral

Department involved: Department of Business and management, Faculty of Business and management

Lecturers:

Assoc. Prof. Emil Papazov, PhD, Department of Business and management, tel: 888 726

Principal assistant Daniel Pavlov, Department of Business and management

Abstract:

The subject provides a set of theoretical and applied knowledge in scientific forecasting of future development through a system of forecasting and planning concrete economic phenomena and processes, inherent to various economic and other branches, taking into account the requirements of a whole set of laws related to the social system and the reproduction of material goods, people, human knowledge and the natural environment. It requires knowledge of mathematics, law, informatics, macroeconomics, microeconomics, finance and accounting, statistical methods, operational research, etc. In turn, it helps "to fill the gaps" in a domain of theoretical, applied and professional knowledge of how to develop certain forecasts and plans, defend diploma theses, etc.

Course content:

Introduction – key words, subject matter and object of study. Methodological basis of prognosis. Methodological basis of planning. Planning the rate and proportions of the economic development. Planning customer consumption. Planning capital investments. Planning the increase in labour productivity. Corporate strategies and planning under changing circumstances. Methodological guidelines about how to make a complex plan for corporate strategic development.

Teaching and assessment:

The prevalent methods are topic-oriented lectures and seminars which expand and complement the applied aspects. The continuous assessment focuses on working on practical assignments, texts, crypts, case studies, etc. The students may choose to write an academic essay, which could result in getting exempt from the exam.

3540 International Corporate Trade Activities

ECTS credits: 7

Weekly workload: 3lec+2sem

Assessment: exam

Type of exam: written

Department involved: Department of Economics, Faculty of Business and Management

Lecturers:

Prof. Lilia Valcheva Karakasheva, PhD, Department of Economics, tel: 888-357

Abstract:

The subject International Corporate Trade Activities is obligatory for students of International Economic Relations or Marketing.

Course content:

The course content focuses on the organization and management of international activities of a contemporary company. Concrete issues are examined such as organizational-managerial structure at corporate level oriented to international business, technology of international economic operations in consequential stages from preparation and performance to closing. The complexity and variety of issues determine the conciseness in treating these issues. Naturally, a lot of attention is paid to traditional international operations based on the principles of international sales-purchasing deals: intermediary deals, re-export operations, compensation deals, leasing. The applied nature of knowledge the students acquire is supplemented by examining the international activities of regulation systems in Bulgaria.

Teaching and assessment:

Teaching is conducted by lectures, seminars and course assignments on topics given by the lecturer. Knowledge is assessed by a written exam - a test and a case study.

3541 European Union Law**ECTS credits:** 3**Assessment:** continuous assessment**Department involved:** Department of Civil Law, Law Faculty**Lecturers:**

Assoc. Prof. Blagoi Vidin

Principal assistant prof. Kremena Rayanova

Abstract:

The goal of the course is joint knowledge of the system of the interrelations between the member states of the European Union. The course is elective (group 7).

Course content:

The European Union-foundation and development. EU legislation. Compatibility with the national laws of all member states.

Teaching and assessment:

The subject matter is offered in a form acceptable for the students who are not oriented to Law. Seminars allow the use of the case study teaching method which is a useful tool for clarification and sound analysis of legal matters. The final ECTS grade is formed on the basis of continuous assessment – participation in seminars, written course assignments and tests.

Weekly workload: 2lec+1sem**Type of exam:** written**3542 Consumer Protection****ECTS credits:** 3**Assessment:** continuous assessment**Department involved:** Department of Civil Law, Law Faculty**Lecturers:**

Prof. Georgi Stefanov, Department of Civil Law

Principal assistant prof. Ylian Lybomirov Beev

Abstract:

The goal of the course is to acquaint students with the cardinal organs and organizations for consumer protection and with some of the important directives of the European Union Council on the problem. The course is elective (group 7).

Course content:

The concept for the legal defence of consumers. The consumer's politics and the consumer's right. Basic concepts and categories of the regulation on protection of consumers. The information provided to the consumer. Various trade practices and particularities of sale. Control and control organs. Administrative penal decree and procedures. Some special laws for the protection of consumers.

Teaching and assessment:

The subject matter is offered in a form acceptable for the students who are not oriented to Law. Seminars allow the use of the case study teaching method which is a useful tool for clarification and sound analysis of legal matters. The final ECTS grade is formed on the basis of continuous assessment – participation in seminars, written course assignments and tests.

Weekly workload: 2lec+1sem**Type of exam:** written

3543 Business Negotiations and Correspondence**ECTS credits:** 3**Weekly workload:** 2L+1S+0Lab+0P**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Rada Peneva Karshakova PhD, Department of European Studies, tel: 888 810

E-mail: Rkarshakova@ecs.ru.acad.bg

Abstract: The subject is elective within the framework of curriculum of the major Marketing. The aim is to acquire knowledge and practical skills to establish, keep and develop business communications in the contemporary company as well behaviour approaches and models of efficient communication practice of the individual. The main tasks of the learning process focus on studying the communication structures, the types of communication, the efficient communication in business, preparing and conducting negotiations, conflict communication management, public communication behaviour. The subject has no entry or exit connections with other subjects. The course is elective (group 8).

Course content: The subject includes the following main topics: general characteristic of communication; nature, functions, types and principles of communications in business; communication channels and networks; basic communication behaviours and skills for efficient communication practice; communication rules and etiquette for communicating in business; main practices of business communications, negotiations and conflict communication management, public communication acts.

Teaching and assessment: These include two contact forms: lectures and seminars. The lectures present the theme system of the subject and formulate the issues to be discussed and practically interpreted. The seminars reveal the practical potential of the subject matter as regards the real communication behaviour of the individual and of the organization. The students discuss and present additional literature; analyze practical cases; conduct reproduction tasks, do tests and work on cases. The students are required to attend according to regulations and participate actively in the presentations, discussions, analyses of the practical cases and the case development so that the subject is acknowledged. The continuous assessment includes two tests, on which the term mark is based.

3544 Public Relations**ECTS credits:** 3**Weekly workload:** 2L+1S+0Lab+0P**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Principal Assistant Rada Peneva Karshakova PhD, Department of European Studies,

tel: 888 810, E-mail: Rkarshakova@ecs.ru.acad.bg

Senior Assistant prof. Vesselina Stefanova Gachevska, Department of European Studies,

tel: 888 810, E-mail: Vgachevska@ecs.ru.acad.bg

Abstract:

The subject is elective (group 7) within the framework of the curriculum of the major in Marketing. The aim is to provide basic knowledge of the nature of Public relations (PR) as a communication social technology, its subject area and the range of its application in the practices of public institutions, commercial and non-commercial organizations. The entry relations of the subject are with Management basics, Marketing, Organizational behaviour.

Course content:

The subject content includes the following: origin and formation of PR; definitions and basic notions; the RACE-algorithm as a technological PR-process; nature of the audiences, type and situation segmentation; communication of PR and types of communication; barriers for efficient communication; media and techniques for relations with the mass media; corporate PR and image; public matters, problem lobbying and management; corporate culture, corporate identity and PR; PR and the interorganizational communication; social responsibility and sponsorship; PR-campaign; PR in crisis; specialized PR; ethic standards for practicing PR.

Teaching and assessment:

These include two contact forms: lectures and seminars. The lectures present the theme system of the subject and formulate the issues to be discussed and practically interpreted. The seminars reveal the practical potential of the subject matter as regards the real communication behaviour of the organization. The students discuss and present additional literature; analyze practical cases; conduct reproduction tasks, and work on cases. The students are required to attend according to internal university regulations and participate actively in the presentations, discussions, analyses of the practical cases, the case development and representational activities in order for the subject to be acknowledged. The continuous assessment (CA) consists of two tests, which include not only multiple choice but also open-ended questions and a practical case. The semester grade is based on continuous assessment.

3569 International Market Pricing**ECTS credits:** 6**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Tanja Gorcheva, Department of Economics

Abstract:

This discipline is part of the specialised training of International Economic Relations students. It prepares students how to work on pricing in the sphere of production, trade and the services. Emphasis is laid on the problems of international pricing and price management in international trade.

Course content:

Introduction into the discipline. Types of prices. Types of company expenditures. State regulation and control on prices. Price comparisons on international markets Methods of pricing based on demand, costs, desired profit or competition. Methods and tools for adaptation and for price changes.

Teaching and assessment:

The instruction is carried out by lectures, seminars and course assignment The final ECTS grade is formed on the basis of three components: regular and active work at seminars and the written assignment.

3570 International Finance**ECTS credits:** 6**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:** Assoc. Prof. Pavlin Ivanov, Department of Economics**Abstract:**

The discipline reveals how money functions and the mechanisms of its motion in international aspect. The main goals of that discipline are to acquaint students with globalisation processes in world economy, to reveal and clarify the major terms and concepts characterising international currency relations.

Course content:

International currency. International currency liquidity. International currency system. Currency market and currency rates. Currency conditions. Currency deals. International balance of payment. International credits activity. International payments.

Teaching and assessment :

Instruction is carried out by lectures, seminars and course assignment The final ECTS grade is formed on the basis of three components: regular and active work at seminars and the written assignment.

3571 International Economic Relations and Regulation of International Economic Activity**ECTS credits:** 6**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturer:**

Associate professor Tanya Gorcheva, Department of Economics

Abstract:

The course is an essential element in the specialised preparation of International Economic Relations students. The goal is to acquaint students with the condition and problems of international economic relations in Bulgaria and their importance for the development of national economy.

Course content:

Tendencies in the development of IER. The foreign economic policy of Bulgaria. Development. Condition and tendencies in the development of the commodity structure of Bulgarian foreign trade. Territorial location of Bulgarian foreign trade links. Major approaches to and methods for the regulation of international economic relations, a system of state institutions for regulation and control of international economic activities. Bulgaria's participation in international economic organisations.

Teaching and assessment:

Teaching is by lectures, seminars and a course task. Students are expected to participate actively in all seminar forms. The course task is assigned by the lecturer and has to reveal the students ability to make small-scale research. The final ECTS grade is formed on the basis of exam results, the course task and the semester tests.

3545 Economy of the Enterprise**ECTS credits:** 6**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Georgi Emilov Valchev, Department of Economics, tel: 888 - 357

E-mail: GValchev@ru.acad.bg

Assoc. Prof. Krasimir Enimanev, Department of Economics

Abstract:

The goal of the discipline is to equip students with knowledge and skills for correct and accurate evaluation of market economy processes and phenomena through contemporary methods and approaches.

Course content:

Introduction into the Economy of the Enterprise. Enterprise business-scheduling. The innovations and investments. Business financial scheme. Production process factors. Prices and the pricing. The profit and profitability. . The fiscal planning of the enterprise. Budgeting activities of the enterprise.

Teaching and assessment:

The course is carried out by lectures and seminars with a lot of illustrative approaches and didactic material. The active form of work on the course is the course work whose title is decided the first week of the semester. The concluding assessment procedure is the written exam. The final ECTS grade is formed on the basis of the exam and the course work.

3533 Professional Communication in English II**ECTS credits:** 3**Weekly workload:** 3ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Principal assistant prof. Lyudmila Dicheva-Sokolova, Department of European Studies, tel.888 811

E-mail: LDicheva@ru.acad.bg

Abstract:

This course is a continuation of **Professional Communication in English I**. The course goal is to equip students with competences for advertising communication in English and to train them to apply effective communication and language strategies in advertising an object, idea or event in a competitive business environment. The other important goal of the course is remedial language work and preparation for the European Language Certificate in English levels B2 and C1. The course is elective (group 6).

Course content:

Writing an effective CV; cover letters and job application; job interviews and preparation for them; job advertisement; creating an ad text for foreign tourists and business persons. Advertising elements in project making. Translation work. The course assignment is a summary of a 10 page text and translation of the 10 pages into Bulgarian.

Teaching and assessment:

Teaching is by practice sessions. The average semester grade is based on the achievement of the student in: tests and seminar participation and course assignment.

3534 Professional Communication in German II**ECTS credits:** 3**Weekly workload:** 3ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Senior lecturer Zoya Todorova Dimitrova, Department of European Studies, tel. + 359 82 888 811, e-mail ztod@abv.bg

Abstract:

Choosing this course is a prerequisite to continue the module of courses in German language. It corresponds well with the foundation courses in European Area Studies and Professional Communication , part1. The discipline is practically oriented and emphasizes the acquisition of specific knowledge and skills for successful business communication in a German-speaking environment.

Course content:

Techniques for creating a positive image of the advertising communicator; techniques for creating a positive image of the advertised object; advertising appeals to the recipient and their realisation, techniques for provoking attention and interest in the advertising message. Intensive language work with view to preparing students for the European Language Certificate exam in German.

Teaching and assessment:

Teaching is by practice sessions which allows to train the oral and writing skills of the students on the basis of a variety of handouts, audio and video material, and encourage them to work in teams. The course assignment aims to motivate the students to follow course objectives and to individually train themselves through the application of acquired communicative competence. The ECTS grade is formed as the average from practical's participation and a course assignment.

3535 Professional Communication in French II**ECTS credits:** 3**Weekly workload:** 3ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal assistant prof. Romyana Sobadjieva-Mihailova, Department of European Studies, tel. 888 811 E-mail: rumi_mihailova@yahoo.fr

Abstract:

The course is an element from the foreign language module of International Economic Relations Curriculum. It aims to equip students with knowledge about the essence and functional possibilities of already confirmed advertising communication techniques; to build up skills for strategic choice and effective application of advertising communication techniques in a French-speaking business environment; to acquire linguistic and communicative competence in a specialised sphere of human communication such as advertising, marketing and business writing.

Course content:

The discipline is founded on basic notions and theory already introduced in Fundamentals of Communication and Advertising Communication. Content focuses on techniques for creating a positive image of the advertising communicator; techniques for creating a positive image of the advertised object; advertising appeals to the recipient and their realisation, techniques for provoking attention and interest in the advertising message.

Teaching and assessment:

Teaching is by practice sessions and a course assignment. The course is conducted in French (from upper intermediate or advanced level to proficiency level). Practice sessions have a special role turning into successful workshop for the production of advertising messages, leaflets, brochures for French-speaking business people. The case teaching method here is widely applied. The final ECTS grade for the semester is formed by: student participation in the practice sessions and the course assignment.

3575 Diplomatic Protocol**ECTS credits:** 3**Weekly workload:** 1lec+1sem+ca**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Associate Professor Rada Peneva Karshakova, PhD, Department of European Studies, tel.: 888 810

E-mail: Rkarshakova@ecs.ru.acad.bg

Abstract:

The subject is optional within the framework of the curriculum of International Economic Relations degree course. The aim is to provide general knowledge of the nature of Diplomatic Protocol as a vision of Diplomacy and diplomatic activity, its subject area and the range of its etiquette and ceremonial, as well as the ceremonial and protocol rules of the public administration bodies and other organizations.

Course content:

The subject content includes the following: concepts of etiquette and protocol, diplomacy and diplomatic protocol; diplomatic employment and its functions, methods and kinds; diplomatic corps, titles and precedence; the system of the protocol, representative elements of the protocol and ceremonial occasions, customary and legitimated elements, protocol requirements to the diplomatic demarche; kinds of diplomatic correspondence; meals, receptions and dress; Bulgarian protocol practice and Coordinated protocol elements of the EU ceremonials.

Teaching and assessment:

These include three contact forms: lectures, seminars and course assignment (ca). The lectures present the major themes of the subject and formulate the issues to be discussed and practically interpreted. The seminars reveal the practical aspects of the subject matter as regard the real communication behavior rules within the protocol situations. The students discuss and present additional literature; analyze practical cases; conduct reproduction tasks, and work on cases. The students are required to attend according to internal university regulations and participate actively in the presentations, discussions, analyses of the practical cases. The course assignment stimulates the application of knowledge for the solution of inherent protocol occasions or tasks such as: reception of Head of State, order of protocol for corteges, planning of formal meeting of guest. The continuous assessment (CA) consists of two tests, which include not only multiple choice but also open-ended questions and a practical case. The final ECTS grade is based on continuous assessment and the course assignment.

3576 International Private Law**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Civil Law, Law Faculty**Lecturers:**

Professor Nikolai Minchev, Department of Civil Law

Abstract:

The course aims to teach the subject, method, system and sources of this branch of law, pointing out its link with civil law of the Republic of Bulgaria. The connection between International Private Law and International Public Law is characterised by the fact that both laws regulate legal relations. The first law does it indirectly whilst International Public Law directly affects the sphere of sovereignty of two or more countries.

Course content:

Course content focuses on the legal regime of all civil relationships with international element that could arise in legal reality. In structural terms the course follows the structure of civil law of the Republic of Bulgaria, as a branch of law.

Teaching and assessment:

The lectures enable students: to learn basic rules related to private international law; to acquire knowledge on fundamental questions of theoretical level; to make comparisons and connections between various judicial bodies and institutions of national law; to find the specifics of the law in marketing. During the semester there is a written test with two questions. Students give oral explanations and additions to them, giving answers also to questions presented in the lectures upon requirement. The final ECTS grade is composed on the basis of student seminar participation and semester testing procedure (the test).

3577 Currency and Customs Law**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Civil Law, Law Faculty**Lecturers:**

Dr Penko Dimitrov , PhD, Department of Civil Law

Abstract:

The course aims to teach the subject, functions, methods and approaches to this branch of financial law. The other goal is analyse important problems of the organization in the implementation of customs and currency legislation in internal and external aspect under the established customs and monetary regime in the country and outside it.

Course content:

The customs and foreign exchange law in Bulgaria. Currency customs law as part of the "Financial Law. Customs supervision, monitoring and verification. Currency control. Duty arrangements. Currency regime of the country. Control of vehicles and vehicles crossing the customs border of Bulgaria.

Teaching and assessment:

During the semester students carry out work with a practical bias on international documents in accordance with international conventions and agreements to which Bulgaria is a party. In formation the final ECTS the lecturer takes into account the number of points accumulated by the respective student from his/her active work at lectures and seminars during the semester.

3578 International Stock Exchanges**ECTS credits:** 6**Weekly workload:** 2lec+2sem+cw**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Prof. Lilia Valcheva Karakasheva, PhD, Department of Economics, tel: 888-357

Abstract:

The course is part of the specialized training of students. Main consideration of the course is the nature of organized markets and types of operations specific to different types of organized markets.

Course content:

Organized markets - nature, history, specific characteristics. Technological cycle of exchange operation. Option - nature, technology and varieties. Origin and Development of exchange trade in Bulgaria. Place and role of the exchange trade for the development of the economy. Regulation of exchanges in Bulgaria. Place and role of the exchange trade for the development of the economy.

Teaching and assessment:

Training is done through lectures and seminars. Seminars involve control input on the topics of the training tasks. The final assessment is formed following a written examination in the form of a test.

3579 International Investment Projects**ECTS credits:** 6**Weekly workload:** 2lec+1sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Prof. Lilia Valcheva Karakasheva, PhD, Department of Economics, tell: 888-357

Abstract:

The course analyses the problems of the nature, characteristics and management of investment projects from the position of engineering. Attention is paid to the following major topics: nature and types of engineering; features of the market for engineering and corporate structure of that market.

Course content:

Definitions of engineering. Types of engineering. Exploration of investment opportunities. Nature of the tender form of conversion.

Teaching and assessment:

Training is done through lectures and seminars. Seminars involve control input on the topics of the training tasks. The final assessment is formed following a written examination in the form of a test but takes into consideration student participation in seminars and the quality of his/her written home assignments.

3580 International Business Cooperation**ECTS credits:** 6**Weekly workload:** 2L+2S+CA**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Prof. Lilia Valcheva Karakasheva, PhD, Department of Economics, tell: 888-357

Abstract:

The lecture course in international business cooperation aims to further deepen, expand and implement the knowledge acquired by students in courses providing specialized training in the global economy, organization and management of Foreign Trade of the company.

Course content:

Nature, development, place and role of international business cooperation. Nature and objectives of the international deal for production cooperation. Substantive characteristic of the combined company. Types of mixed companies. International business operations for inter-cooperation. Industrial compensation. Concession agreement. Venture contact - nature and goals.

Teaching and assessment:

Training is done through lectures and seminars. Seminars involve control input on the topics of the training tasks. The final assessment is formed following a written examination in the form of a test but takes into consideration student participation in seminars and the quality of his/her written home assignments.

3581 Cultural Cooperation and Communication**ECTS credits:** 6**Weekly workload:** 2lec+2sem+cw**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc..Prof. Dr. Juliana Pencheva Popova, PhD, Dept. of European Studies, tel: 888 811

e-mail: juliana77popova@abv.bg

Abstract:

Purpose of the course are cultural differences that give rise to barriers to communication in a multicultural environment. Cultural awareness and knowledge of possible cultural and other types of barriers is crucial for effective and successful implementation of cultural cooperation between parties involved. The course is oriented to the study of comparative cultures in terms of cultural relativism.

Course content:

Cultural cooperation as communication. The term "culture" in the context of international communication. Elements of culture. The problem of otherness in culture. Culture and communication. Cultural perceptions. Cultural cooperation between business and management. International negotiations. Bulgaria cultural map of Europe.

Teaching and assessment:

The lectures are conducted in active dialogue with the students. The course ends with an examination, but the teacher forms an impression of the work of the students during lectures and seminars. Course work receives a separate evaluation, which contributes to the final result. The course ends with a written exam which includes a test with multiple choice questions and analysis of cases.

3584 Organizational Cultures and Communication**ECTS credits:** 3**Weekly workload:** 1lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, Business and Management Faculty**Lecturers:**

Assoc.Prof. Dr. Juliana Pencheva Popova, Dept. of European Studies, tel: 888 811

E-mail: juliana77popova@abv.bg

Abstract:

The course is designed to give an understanding of the corporate /organizational/ culture phenomenon in its connection with organizational communication. The elements of corporate culture and some organizational variables such as organizational structure, motivation, leadership, conflict and change are clarified.

Course content:

The subject includes two thematic cycles – Corporate Culture and Organizational Communication. Students acquire knowledge about the subject matter, different approaches and objectives, elements and types of corporate culture. The second thematic cycle is presented with the following topics: Communication Networks, Group Behaviour in Organization, The place of the Groups in Corporate Culture.

Teaching and assessment:

Training is conducted by means of lectures, where information is presented, and seminars, where some practical aspects of the material are further clarified with the active involvement of the students. Students' participation in seminars is through talks, problem solving, work on case studies, discussions. Continuous assessment is the type of control applied during the semester. It is in the form of one test and student's performance and activity in seminars. The final ECTS grade is the average obtained from continuous assessment during lectures and seminars and the semester test.

3566 International Marketing**ECTS credits:** 5**Weekly workload:** 4lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Prof. Lilia Valeva Karakasheva, D Econ, Department of Economics, tel: 888-357

Abstract:

The objective is to provide knowledge and skills in Marketing on international markets. The attention is focused on specific features of international marketing and the trends in its development. Country functional features of marketing practices in an international environment are also considered.

Course content:

Nature and stages in international marketing development. International marketing activity organization and management. Consumer behaviour and international market segmentation. International marketing surveys. Marketing instruments on the international market. European marketing.

Teaching and assessment:

The main subject content is taught at lectures and seminars that are practically oriented. The final assessment is formed on the basis of the written exam and student activity at seminars.

3588 European Political Integration**ECTS credits:** 3**Weekly workload:** 2lec+2sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tell: 888 - 557,

E- mail: DMinchev@ru.acad.bg

Abstract:

The course provides the fundamentals of political integration in Bulgarian. Its successful acquisition will serve students for their swift and effectively tailored professional practice. Prerequisite for the course are courses such as Politics, Introduction into European Integration. The know-how of the discipline is applied in the preparation of the diploma project.

Course content:

The European idea in the middle of the 20th century. Development of the European idea until the beginning of the 21st century. Theories of European integration. The political system of the European Union. Executive Policy executive in the European Union. Political processes inside the EU.

Teaching and assessment:

Training is done through lectures and seminars, and a test. The lectures present different topics that gravitate around the establishment of the European Union as a separate quasi political system. The final assessment is the result of a complex evaluation of students.knowledge and skills.

3589 European economic integration**ECTS credits:** 4**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tell: 888 - 557,

E- mail: DMinchev@ru.acad.bg

Abstract:

The course is a necessary component for the of preparation of students to be involved in international trade and political relations. It examines in general problems of the emergence, development and prospects of European integration in their economic aspects. It contains historical, current and forecasting issues.

Course content:

Natural causes and forms of economic integration. Economic problems in the construction of the EU. Problems in the construction of economic and monetary union. EU and the world - economic discrepancy. Prospects for the EU.

Teaching and assessment:

Training is conducted on the basis of lectures and seminars, which further clarified with the active participation of students, some of the issues discussed at lectures. Students' participation in seminars is oral There is an essay task assigned by the teacher. The final ECTS grade takes into consideration all elements of continuous assessment during the semester plus the end-of-semester exam.

3590 European civilization**ECTS credits:** 3**Weekly workload:** 2lec+2sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Professor. Penka Angelova, PhD, Dept. of European Studies

Abstract:

The lecture course and seminars on the subject seek development and establishment of a new discipline the idea of which has been ripening over recent decades. Students will get acquainted with basic discourse on European civilization and integration processes.

Course content:

Subject, tasks and organization of European civilization. University Organization: ancient civilizations, the memory of civilization, literacy and cultural memory. Forms and functions of human figuration. Mental organization. Anthropological aspects.

Teaching and assessment:

Training is conducted on the basis of lectures and seminars. By the end of the semester students have to prepare their course work on a topic from the syllabus of the discipline and present it to their colleagues. The final ECTS grade is formed on the basis of student participation in seminars, the quality of the course paper and its presentation.

3591 Project: International Economic Relations**ECTS credits:** 3**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tell: 888 - 557,

E- mail: DMinchev@ru.acad.bg

Abstract:

The goal of the course is to teach students to independently and creatively apply knowledge acquired from solving theoretical and practical problems in the field of international economic relations. The project involves solving a problem that requires knowledge in all subjects studied and the general theory of economics and specialized economics. The paper title and content is specified in the seventh semester of study and submitted and presented to colleagues at the end of the eighth semester.

Course content:

Foreign activity of the company. European economic integration. International finance. World economic relations and institutions.

Teaching and assessment:

At the beginning of the 7th semester students make their choice to work in one of these areas and get in touch with the respective lecturer who helps them specify the topic of the project. In the last week of the 8th semester all students are organised and asked to defend their projects before the entire group.

3595 Advertising Communication**ECTS credits:** 2**Weekly workload:** 2ps**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, Business and Management Faculty**Lecturers:**

Prof. Vasil Rainov, Dept. of European Studies, tell: 888 810

Pr. Assistant Prof. Iliana Kosharova, of European Studies, tell: 888 810

Abstract:

The Course in Advertising Communication is listed as elective in the curriculum of the International Economic Relations degree course. The course offers a look at modern advertising communications in the context of communication processes and promotional mix.

Course content:

Current advertising communications in the context of communication processes and promotional mix, nature, historical development and functions of advertising, promotional types of communications, advertising as a communication-addresser, advertising channels, advertising agencies, advertising planning. Ethical and legal aspects of advertising communication, advertising in newspapers and magazines, advertising in print advertising publications, foreign and transport advertising, radio and television advertising.

Teaching and assessment:

Teaching includes two main forms of work with students – practice sessions and a report which is chosen by the students under the guidance of the course leaders. Assessment is conducted through two tests. The final ECTS grade is the average from the assessment of the report and the test results.

Graduation Procedure includes two State Exams:**3596 State Exam in Micro and Macroeconomics****ECTS credits:** 5**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management.**2587 State Exam International Economic Relations****ECTS credits:** 5**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management.

Abstract: The students in International Economic Relations sit for two state exams to be awarded the BA degree. The assessment is done by the State Examination Board appointed by the Rector of the University on proposal of the Department of Economics.

**UNDERGRADUATE
STUDIES
IN
EUROPEAN STUDIES**

**PROFESSIONAL STANDARDS
OF THE BACHELOR IN
EUROPEAN STUDIES**

Degree Title: **European Studies**

Educational qualification degree: **Bachelor in European Studies**

Duration: **4 years (8 semesters)**

The educational qualification profile of the “Bachelor of European Studies” includes a wide range of competencies (values, knowledge and skills), applicable to:

- *Professional realisation in organisations and / or institutions from the public, private or non-governmental sector that collaborate with European partners or function within the framework of the EU common policies;*
- *Entering the second or third cycle of education i.e. MA or Doctoral educational qualification degree.*

The Bachelors of European Studies:

- *are firm supporters of the ideas of United Europe: “No longer will time allow us to win a fragile future at the expense of others” and “ In Europe we are not building coalitions of nations but uniting people”.*
- *are led in their professional behaviour by the motto “Differences, turned into dialogue, make development possible”;*
- *share the values of European integration for peace and security, freedom, democracy and political stability, socio-economic closeness, cultural diversity.*

The Bachelors of European Studies are acquainted with:

- *the geographical characteristics of the continent of Europe;*
- *modern European history and the values of European civilisation;*
- *the European political systems and the specific features of the administrations of the European states;*
- *the development of the idea of Europe and the European integration processes;*
- *the institutions and procedures for decision taking in the EU;*
- *the legal systems in Europe, EU Law and the law within the Council of Europe;*
- *the goals, instruments and programmes of EU common policies;*
- *European regional studies;*
- *the legal aspects of international relations and the specific features of international organisations;*

The Bachelors of European Studies apply:

- *basic theories for analysis in microeconomics, macroeconomics and world economics.*
- *theories and practical skills linked with management and marketing, and corresponding to the role of the human factor in the management of the public, private and non-governmental sector from a functional perspective.*

The Bachelors of European Studies are capable of:

Conducting professional communication in English, German and French on the basis of their knowledge of European Area Studies and European Socio-cultural Environment, and of the peculiarities of communication in a foreign language and in the EU.

The Bachelors of European Studies implement:

Specialist knowledge and skills in applied communication, linked with interpersonal, organisational and public communication (including advertising communication and PR) from a cross-cultural perspective in conducting intra-, inter- and extra- communication and international organisational activities.

The Bachelors of European Studies possess:

- personal efficiency in terms of a wide range of widely applicable and transferable skills for: self-evaluation and identification of weak and strong sides; applying for employment and career planning; teamwork and leadership skills; application of modern technologies and research methods.
- personal efficiency portfolio containing a packet of individual or group projects, as evidence of acquired competencies.

CURRICULUM
of the degree course in
EUROPEAN STUDIES

Year one

Code	Semester one	ECTS	Code	Semester two	ECTS
1559	Economic Geography of Europe	5	0467	European Civilisation	5
0070	Modern European History	5	0321	Microeconomics	5
0327	Information Technologies	7	0343	Research Methods	5
0257	French I	4	0345	French II	6
	Elective courses	9		Elective courses	9
0431	European Area Studies (Anglophone Component- I)	5	0496	European Area Studies (Anglophone Component- II)	5
0465	European Area Studies (German - speaking countries)- I		0497	European Area Studies (German - speaking countries)- II	5
0311	English - I	4	0513	English - II	4
0317	German - I		0530	German - II	4
	Total for the semester:	30		Total for the semester:	30

Year two

Code	Semester three	ECTS	Code	Semester four	ECTS
3645	European Political Systems	5	3653	Comparative European Public Administration	5
3646	Macroeconomics	4	0466	World Economics	5
3647	Fundamentals of Communication	6	3654	Organizational Communication	6
3648	French III	4	3655	French IV	6
	Elective courses	9		Elective courses	9
3649	European Socio-Cultural Environment I (Anglophone component)-I	5	3656	European Socio-Cultural Environment I (Anglophone component)-II	5
3650	European Socio-Cultural Environment I (German language component)-I	5	3657	European Socio-Cultural Environment I (German language component)-II	5
3651	English – III	4	3658	English - IV	4
3652	German - III	4	3659	German - IV	4
	Total for the semester:	30		Total for the semester:	30

Year three

Code	Semester five	ECTS	Code	Semester six	ECTS
3660	Introduction into European Integration	6	3668	EU Institutions and Decision Making	6
3661	Advertising Communication	6	3669	Public Relations	6
3662	International Relations	5	3670	Fundamentals of Management	5
3663	French V	4		Elective courses	13
			3671	Professional Communication in English -II	5
			3672	Professional Communication in German - II	5
	Elective courses	9			
3664	Professional Communication in English -I	5	3673	English -VI	4
3665	Professional Communication in German-I	5	3674	German - VI	4
3666	English - V	4	3675	European Regional Studies	4
3667	German - V	4	3676	French - VI	4
Total for the semester:		30	Total for the semester:		30

Year four

Code	Semester seven	ECTS	Code	Semester eight	ECTS
3677	European Law	7	3686	Common Policies of the European Union	4
3678	Intercultural Communication	6	3687	Professional ethics	3
3679	Marketing	4		Elective courses	9
	Elective courses	13			
3680	Professional Communication within the EU in English -I	5	3689	Ecological policy of the EU	2
3681	Professional Communication within the EU in German -I	5	3690	European Transport Policy	2
3682	English - VII	3	3691	Professional Communication within the EU in English -II	3
3683	German - VII	3	3692	Professional Communication within the EU in German -II	3
3684	Project Management	5	3693	English - VIII	2
3685	French VII	5	3694	German -VIII	2
			3695	EU Agricultural Policy	2
			3696	European Competition Policy	2
			3688	Self-preparation towards the Bachelor Thesis	4
			3697	Bachelor Thesis	10
Total for the semester:		30	Total for the semester:		30

Total for the course of study: 240 ECTS credits

1559 Economic Geography of Europe**ECTS credits:** 5**Weekly workload:** 2 lectures + 2 seminars + 1 se**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Associate professor Vassil Georgiev Doikov, PhD, tel. 45 55 38

E-mail: vasil_doikov@abv.bg

Abstract:

The course aims at acquainting students with the geography of Europe (physical, economic, political, and social) which is a fundamental necessity for European Studies students. The course lasts one semester and includes all European countries.

Course content:

Northern, Western, Central, Southern and East European groups of countries. Europe is viewed from a number of aspects: physical, economic, demographical and ecological.

Teaching and assessment:

The lecturers are followed by seminars. Students can use the Economic Geography of Europe textbook, written specially for the course by Associate professor Doikov and Associate professor Dermendjiev. Seminars involve a lot of map drawing, the working of tables. Diagrams and other visualizing materials on the basis of Images Economique du Monde, Sedes, Paris. Students are given a questionnaire to prepare for the exam. On the day of the exam they draw two questions from it by lot and have to produce an analytical and coherent written commentary on them, then they make an oral presentation of what they have written. Assessment is done on the basis of the final exam and seminar participation.

0070 Modern European History**ECTS credits:** 5**Weekly workload:** 2 lectures + 2 seminars + 1 ca**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Associate professor Velichko Kirchev Panteleev, PhD, Department of Theory and History of State and Law, tel: 888 434

Abstract:

The course aims to give students knowledge about European historical and political development in the context of the 20th Century Idea of Europe. Students are acquainted with the major tendencies in European political development between the two wars; define the reasons and the consequences from the war conflicts in Europe; learn more about the nature of the Cold War and the opposition East-West in the context of the two socio-political systems - communism and democracy; identify the reasons for the fall of the communist experiment and European integration processes on the threshold of the new millennium; gain experience in political analysis and debate.

Course content:

The Versailles Peace Treaty of 1919 and the new state borders in Europe. The international relations among the European states after the Versailles Treaty. Germany between 1918-1939. France between 1918-1938. Great Britain between the two world wars.(1918-1939). Italy between 1918 –1939. Spain between 1918-1936; the Spanish Civil War of 1936-1939. International relations and foreign policy of European states from 1933 to 1939. World War Two(1939-1945). Europe immediately after the war. Postwar International relations in Europe. The fall of communism and the Soviet system. The wind of change after 1989.

Teaching and assessment:

Teaching is by lectures and seminars. Seminars complete and enrich the theoretical background of students. Students are expected to give presentations on key problems or take active part in seminar discussions. The final ECTS grade for the course is formed on the basis of a written-and- oral exam at which students are allowed to draw two questions and answer them exhaustively in both written and oral form followed by one or two additional questions from the examiner.

0327 Information Technologies**ECTS credits:** 7**Weekly workload:** 2 lecture+4 practice sessions+1ca**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Principal assistant professor Stoyan Donchev Chernev, PhD, Department of Informatics, Faculty of Business and Management, tel: 888 754

Principal Principal assistant professor Dr. Aleksandar Petkov, Department of Business and Management, Faculty of Business and Management, tel: 888 776, E-mail: apetkov@ecs.ru.acad.bg

Abstract:

Information Technologies is a discipline compulsory for the students from the European Studies Degree Course. It aims to acquaint students with the infinite abilities of the modern computer to process text and information and to equip them with skills for regular work with the variety of computer programmes as professionals in their own field. An emphasis is put on the most widely used application programmes such as DOS, Microsoft, programmes for text processing and handling of electronic tables and forms.

Course content:

The computer as the most user-friendly device of the present. Computer networks. Operational systems. Operational media with graphic interface. Text-processing systems. Data bases. Artificial intellect systems.

Teaching and assessment:

Teaching is by lectures, practice sessions and course task. Practice sessions are conducted in computer equipped lecture halls where students can gain practical experience in the processing of documents, tables, diagrams and others. The course task requires that students prepare a document and solve a problem with the help of an electronic table. There is a practical test at the end of each course unit. There are also one mid-term and one end-of-the-term tests on the lecture material. The final ECTS grade is based on the average from: the results at the end of each course unit, the two tests and the course task.

0257 French (as a third foreign language) I**ECTS credits:** 4**Weekly workload:** 4 Practice sessions**Assessment:** Continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Principal assistant professor Rумыана Tsvetanova Sobadjieva-Mihailova, Dept. of Eu S, Tel.: 8888111, E-mail: rumi_mihailova@yahoo.fr

Abstract:

The course in French aims at equipping students with language competence for general communication (written and oral), allowing students to cope successfully with a variety of situations in French. For the students from the European Degree course it is the third foreign language which together with the courses run in their first language (English or German) and the courses in the second foreign language (English or German), takes part in the formation of skills, important for the professional profile of the future specialists in the field of European communications.

Course content:

The course puts the foundations of the four language skills in French – reading, writing, listening and speaking. The presentation of vocabulary and grammar follows the communicative approach, focusing on everyday situations and work with authentic language material. The students learn both the language and the communicative models of behaviour that would reveal to them how to understand the socio-cultural environment of the French-speaking countries.

Teaching and assessment:

The variety of teaching materials from the 'Panorama' educational complex allow to conduct practice sessions in a learner-friendly environment with a lot of dialogues, telephone conversations, short articles, letters. All the four skills are trained during the practical seminar. Each unit finishes with a test on the grammar and lexis of the students. Assessment is continuous and based on the results from all the tests done during the first semester.

0431 European Area Studies (Anglophone Component) I**ECST credits:** 5**Weekly workload:** 4 practice sessions +cw**Assessment:** continuous**Type of Exam:** written and oral**Department involved:** Department of European Studies, School of Business and management**Course Leader:**

Principal Assistant-Professor Roumyana Petrova Stoyanova, PhD, Department of European Studies, Tel. (082) 888 810; (082) 846 106; E-mail: Fulbright@ru.acad.bg; roumyanapetrova@yahoo.com

Abstract:

European Area Studies (Anglophone Component) or EASAC, Parts One and Two are obligatory courses in the European Studies degree curriculum. They are studied in the first and the second semester. By laying the foundations of all other disciplines conducted in English, EAS (AC) aims at building cultural awareness as an integral part of the students' English language competence at the intermediate (or advanced) level. An important prerequisite is that as EAS (AC) is conducted entirely in English, the students who take it need to have proved their fluency in English by passing successfully an entrance examination in English at the pre-intermediate or intermediate level.

Course Content:

As the EAS (AC) aims to present in a systemic way the authentic Anglophone culture in its entirety and specificity, it includes a variety of essential facts about the Anglophone world with a special stress on Britain and England. Part One in semester one centers on the physical and cultural geography of the English-speaking countries covering the most significant cultural periods in the history of Britain until the Enlightenment.

Teaching and assessment:

The presentation of the subject content by the course leader alternates with interactive forms with a greater degree of student participation like answering questions, reproducing texts, writing extensive answers, doing quizzes and tests, in-class summaries, compositions, essays and research papers on topics selected by the students. Students are taught the essentials of the MLA standard in scholarly writing.

At the end of semester one students certify this course (get the course leaders's signature in their student books) on condition they have attended all classes and all their absences are officially excused by the Faculty of BM office inspectors. In the case of 50 % absences the student fails this course. Assessment includes 20 % from the student's in-class participation, 40 % from the term test done as scheduled, and 40 % from the submitted and presented as scheduled research paper. 100 % is the highest mark (excellent 6), 40 % is the lowest passing mark (fair 3), less than 40 % is failure. Correction exams include an oral presentation of two of the covered topics randomly selected by the student and a written term test.

0465 European Area Studies (German - speaking countries) I**ECTS credits:** 5**Weekly workload:** 4 practice sessions+1course work**Assessment:** continuous assessment**Type of exam:****Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Zoya Todorova, . Department of European Studies, tel.: 888 811

E-mail: ztod@abv.bg

Abstract:

This course from the European Studies Degree curriculum becomes compulsory upon election for those first year students, admitted to the degree course following an Entrance Exam in German Language (C1). The course initiates students into the major aspects of the social, political, economic, and cultural life of the German speaking area of Europe, building up skills for comparative studies of the region and encouraging students to acquire cultural patterns and research methods for successful language communication.

Course content:

Physical geography of the region. Foundation of the German speaking states. Comparing the political and administrative structure of the German speaking states. Demographic development. Patterns of communicative activities – summarizing, giving definitions, describing objects, events and people, negotiation, argumentation, debate and academic essay writing.

Teaching and assessment:

Teaching is conducted through practice sessions. Topics are well visualized through a variety of didactic material. The communication patterns follow the progression: demonstration, analysis, commentary and realization of concrete practical tasks. Simulation and role-play are amongst the most preferred teaching methods. Students are given course works, an act allowing them to work individually or in small teams towards a theme chosen from the subject matter of the discipline. Students whose command of German is at a lower level are allowed the alternative to translate texts, linked thematically to the subject of the course. Final assessment is based on three components: attendance and participation, tests and semester course work.

0311 English – I

ECTS credits: 4**Weekly workload:** 4 practice sessions**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Lyudmila Dicheva-Sokolova, Department of European Studies; Tel.: 888 811

E-mail: ldicheva@ecs.ru.acad.bg

Abstract:

English as a second language is a compulsory discipline included in the European Studies Degree Course from the first to the eighth semester. The course goals comply with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. The first semester covers 60 contact hours remedial work, preparing the students for the next stages of language work with the final goal – skills and competences for the European Language Certificate Exam in English, Stage 2.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for language competence, close to level B1 within the Eu Language Framework. Students cope with a variety of everyday situations, relate and summarise texts, write informal letters and understand basic television or radio information when communicators speak slowly and clearly.

Teaching and assessment:

Emphasis is put on interactive approaches to foreign language teaching and learning. Teaching is by practice sessions. Final assessment is based on current semester tests and oral performance at seminars.

0317 German (as a Second Language) I

ECTS credits: 4**Weekly Work load:** 0+0+0+4 Practice sessions**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Zoya Todorova Dimitrova, Department of European Studies, tel. 888 811

e-mail: ztod@abv.bg

Abstract:

German as a Second Language is a compulsory discipline included in the European Studies Degree Course Curriculum from the first semester. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. The first semester students must cover 60 contact hours which prepares them towards the acquisition of language skills and competence at level B1 in the final semester of study according to the scale of the European Language Framework and allows them to sit for the Zertifikat Deutsch within the European Language Certificates system.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for linguistic competence - level B1 within the European Language Framework. **At the end of the course students must cope with situations such as** : travelling, everyday, conversations and small talk; **must be able to relate** pleasant, amusing or unpleasant experiences; describe experiences, events; produce short texts on familiar topics; understand basic television or radio information when communicators speak slowly and clearly.

Teaching and assessment:

Emphasis is put on interactive approaches to foreign language teaching and learning. Students also acquire cultural competence necessary for effective intercultural communication. This involves the wide application of audio and video material and multimedia together with work on authentic texts and recordings. Teaching is by practice sessions. The ECTS grade is formed on the basis of the current semester tests and oral performance at seminars. At the end of the eighth semester students should be ready to sit for the European Language Certificate Exam, level B1.

0467 European Civilisation**ECTS credits:** 5**Weekly workload:** 2 lec + 2 sem+1cw**Assessment:** exam**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Professor Penka Emilova Angelova, PhD, Department of European Studies, tel.: 888 813

E-mail: penkaangelova@yahoo.de

Abstract:

The lectures and seminars in European Civilisation aim at developing and confirming the existence of a new module course. The subject matter of the course is based on Carl Pauper's theory of the three waves, the evolutionary theory of Konrad Lorenz, the philosophical anthropology of Michael Landman, the figuration sociology of Norbert Elias and Elias Cannetti's theory of masses and power.

The starting point for exploring the foundations of European Civilisation is the heritage of European Civilisation exemplified in Graeco-Roman, Jewish and Christian cultures.

Course content:

Ancient civilizations; the transition to European civilization; letters and cultural memory; letters and intercultural communication; Oriental and Occidental nations and nationalisms; Europe of religions; state systems; totalitarianism and democracy; regional structures; theories of civil society; personality theories; cultural community and individuality; philosophical anthropology; religious anthropology; anthropology of reason; biological anthropology; dehumanization of man; multiple identities and one multicultural Europe.

Teaching and assessment:

Teaching is by lectures and seminars. Preliminary preparation for seminars is compulsory – students have to prepare themselves through the reference material provided by the course leader well in advance. Students are assigned course tasks on themes offered by the lecturer. The final assessment procedure is the written unseen exam. The final ECTS grade is formed on the basis of exam results, the course work and seminar participation.

0321 Microeconomics**ECTS credits:** 5**Weekly workload:** 3l+1s+cp**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and management**Lecturers:**

Ass.Prof. Emil Georgieff Trifonoff, Ph.D., Department of Economics, phone: 888 557

Abstract:

The purpose of the discipline Microeconomics is to present the essence of economics at micro level. Thus, students are given the opportunity to learn "the world" of the micro unit. Microeconomics examines the principles of behaviour of the particular economic units within due markets. It gives knowledge of microeconomic analysis that is basement for examination of individual and market demand and supply. It gives knowledge of the conditions for achieving consumer and producer equilibrium, as well as company equilibrium, and of mechanisms for income distribution and aggregate market equilibrium. Thus, the discipline forms the economic thinking and ensures the acquirement of skills for correct orientation and self-dependent choice in the market environment. Microeconomics, due to its characteristic, is a fundamental element to basic economic disciplines, such as Macroeconomics, Finance, Accounting and Marketing.

Course content:

Introduction to Microeconomic Theory. Market and Market Mechanism. Demand and Supply Elasticity. Economic Theory, Market and Government. Consumer Behavior and Market Demand. Organization and Behavior of Companies. Production and Costs. Perfect competition and Supply. Imperfect Competition and Monopoly. Market of Production factors. Labour Market. Capital Market. Land Market. Companies. Entrepreneurship. Uncertainty. Income and Wealth Distribution.

Teaching and assessment:

The tuition in Economics is accomplished by lectures, seminars and controlled extracurricular work. The lectures present the logic of the discipline principles and illustrate it by appropriate examples of the economic reality in Bulgaria. The seminars are based on the lectures and synchronized with their consistency. The active form of tuition in Economics is work submitted in the first week of the course during the seminars and represents a particular problem of Microeconomics or Macroeconomics that must be elaborated in written mode. Countersign in the discipline is given to students that have been present at the two continuous assessments and have presented self-elaborated work. The final procedure of the tuition in Economics is a written examination on its basic parts – Microeconomics and Macroeconomics, as well as elaboration of a problem pointed in the questionnaire. The final assessment of the student is formed on the average arithmetic sum of the written examination results, the work result and the four continuous assessments.

0343 Research Methods**ECTS credits:** 5**Workload per week:** 2lec + 2pc + 1cw**Assessment:** continuous assessment**Type of exam:** written**Department(s) involved:** Group of European Study, Department of Business and Management**Lecturers:**

Assoc. Prof. Velizar Pavlov, MSc (Math), PhD (Math), Dept. of Pedagogy, Phone: 888-466

e-mail: vpavlov@ru.acad.bg

Abstract:

The subject aim is to make students acquainted with use of different research methods for preparation, implementation and analysis of sociology investigations data. Statistical methods find considerable application in the process of data treatment and analysis (quantitative or qualitative) in similar investigations. The general goal is students to receive the basic competence needed for interpretation of sociology investigations quantitative data. To this end students are to learn how to use the opportunities of the standard software product for statistical analysis SPSS (Statistical Package for Social Sciences).

Course syllabus:

General concepts in statistics. One- and two-dimensional empiric distributions. Types of correlation dependences. Theoretical distributions. Large numbers principal. Confidence intervals (interval estimates). Determination the volume of the sample. Statistical hypotheses check. One-variable regression and correlation analysis. Empiric investigations in sociology. General characterization. Sample methodology. Stochastic and quota samples. Registration methodology. Questionnaire. Constructing technology. Organization of field (terrain) work. Methods for checking the authenticity and reliability of the information. Electoral sociology.

Teaching and assessment:

During the lectures the teaching material is presented theoretically. The goal of the practice classes is theoretical knowledge to find their practical application. Students get acquainted during these classes (held at computer laboratories) with the opportunities of the software product SPSS designed for processing and analysis of social sciences data. Course work (work) is provided for each student. Final mark is result of continuous assessment and is formed on the base of the preliminary written exams (tests) and the handed in course work.

0345 French (as a third foreign language) II**ECTS credits:** 6**Weekly workload:** 6 ps**Assessment:** Continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Romyana Tsvetanova Sobadjieva-Mihailova, Dept. of Eu S, Tel.: 8888111

E-mail: rumi_mihailova@yahoo.fr

Abstract:

The course in French aims at equipping students with language competence for general communication (written and oral), allowing students to cope successfully with a variety of situations in French. For the students from the European Degree course it is the third foreign language which together with the courses run in their first language (English or German) and the courses in the second foreign language (English or German), takes part in the formation of skills, important for the professional profile of the future specialists in the field of European communications.

Course content:

The course puts the foundations of the four language skills in French – reading, writing, listening and speaking. The presentation of vocabulary and grammar follows the communicative approach, focusing on everyday situations and work with authentic language material. The students learn both the language and the communicative models of behaviour that would reveal to them how to understand the socio-cultural environment of the French-speaking countries.

Teaching and assessment:

The variety of teaching materials from the 'Panorama' educational complex allow to conduct practice sessions in a learner-friendly environment with a lot of dialogues, telephone conversations, short articles, letters. All the four skills are trained during the practical seminar. Each unit finishes with a test on the grammar and lexis of the students. Assessment is continuous and based on the results of all the tests done during the first semester.

0496 European Area Studies (Anglophone Component) II**ECST credits:** 6**Classes per week:** 4 practice sessions**Assessment:** continuous**Type of Exam:** written**Department involved:** Department of European Studies, School of Business and Management**Course Leader:** Principal Assistant-Professor Roumyana Petrova Stoyanova, PhD, Department of European Studies, Tel. (082) 888 810; (082) 846 106; E-mail: Fulbright@ru.acad.bg roumyanapetrova@yahoo.com**Abstract:**

European Area Studies (Anglophone Component) Parts One and Two are compulsory courses in the European Studies degree curriculum. They are taken by ES majors in the first and the second semester. By laying the foundations of all other disciplines conducted in English, EAS (AC) aims at building cultural awareness as an integral part of the students' English language and cultural competence at the intermediate and advanced level. As EAS (AC) is conducted entirely in English. To choose this course students should have proved their fluency in English having successfully passed the University English Entrance Exam.

Course Content:

As the EAS (AC) aims to present in a systemic way the authentic Anglophone culture in its entirety and specificity, it includes the basic knowledge of the Anglophone world with a special stress on Britain. Part Two deals with contemporary institutions and issues: national and local customs and traditions; present-day government and law; religion; education: art, science and technology: media; international relations; global issues.

Teaching and assessment:

The presentation of the course content is complemented by interactive forms with varying degrees of student participation, e. g. answering questions, reproducing texts, writing extensive answers, doing quizzes and tests, in-class summaries, compositions and short essays on topics selected by the students. Students are taught the essentials of the MLA standard in scholarly writing. At the end of semester two students certify this course (get the course leaders's signature in their student books) on condition they have attended all classes and all their absences are officially excused by the Faculty of BM office inspectors. In the case of 50 % absences or more, the student fails this course. Assessment is the average of three marks: of the student's in-class participation, of the term test done as scheduled, and the average mark of the individual paper submitted and presented as scheduled. 100 % is the highest mark (equal to excellent 6.00), 40 % is the lowest passing mark (equal to fair 3.00), less than 40 % is failure. The marks from 3.00 to 6.00 are calculated on the basis of the numbers from 40 to 100 distributed evenly for each value (3.00, 3.50, 4.00, 4.50, 5.00, 5.50, and 6.00).

0497 European Area Studies (German - speaking countries) II**ECTS credits:** 5**Weekly workload:** 4 practice sessions+1course work**Assessment:** continuous assessment**Type of exam:****Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**Principal Assistant-Professor Zoya Todorova, . Department of European Studies, tel.: 888 811
E-mail: ztod@abv.bg**Abstract:**

This course from the European Studies Degree curriculum becomes compulsory upon election. It is usually chosen by first year students who have been admitted to the degree course following an Entrance Exam in German Language (Advanced level). This is the first part of a course initiating students into the major aspects of the social, political, economic, and cultural life of the German speaking area of Europe. It aims to build up skills for comparative studies of the region and encourages students to acquire patterns, techniques and tools for successful language communication in an academic or business environment.

Course content:

Physical geography of the region. Foundation of the German speaking states. Comparing the political and administrative structure of the German speaking states. Demographic development. Patterns of communicative activities – summarizing, giving definitions, describing objects, events and people, negotiation, argumentation, debate and academic essay writing.

Teaching and assessment:

Teaching is conducted through practice sessions. Topics are well visualized through a variety of didactic material. The communication patterns follow the progression: demonstration, analysis, commentary and realization of concrete practical tasks. Simulation and role-play are amongst the most preferred teaching methods. Students are given course works, an act allowing them to work individually or in small teams towards a theme chosen from the subject matter of the discipline. Students whose command of German is at a lower level are allowed the alternative to translate texts, linked thematically to the subject of the course. Final assessment is based on three components: attendance and participation, tests and semester course work.

0311 English - II

ECTS credits: 4**Weekly workload:** 4 practice sessions**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:****Principal assistant:** Ms Lyudmila Dicheva-Sokolova, Department of European Studies; Tel.: 888 811

E-mail: ldicheva@ecs.ru.acad.bg

Abstract:

English as a Second Language is a compulsory discipline included in the European Studies Degree Course Curriculum from the second semester. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. The first semester students must cover 60 contact hours which prepare them towards the acquisition of language skills and competence at level B1 in the final semester of study according to the scale of the European Language Framework and allows them to sit for the European Language Certificates in English-B1.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for linguistic competence - level B1 within the European Language Framework. **At the end of the course students must cope with situations such as:** travelling, everyday, conversations and small talk; **must be able to relate** pleasant, amusing or unpleasant experiences; describe experiences, events; produce short texts on familiar topics; understand basic television or radio information when communicators speak slowly and clearly.

Teaching and assessment:

Emphasis is put on interactive approaches to foreign language teaching and learning. Students also acquire cultural competence necessary for effective intercultural communication. This involves the wide application of audio and video material and multimedia together with work on authentic texts and recordings. Teaching is by practice sessions. The ECTS grades are formed on the basis of the current semester tests and oral performance at seminars. At the end of the eighth semester students should be ready to sit for the European Language Certificate Exam in English, level B1.

0530 German (as a Second Language)II

ECTS credits: 4**Weekly Work load:** 4 Practice sessions**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:****Principal assist.** Prof. Lecturer Zoya Todorova Dimitrova, Department of European Studies, tel. 888 811

e-mail: ztod@abv.bg

Abstract:

German as a Second Language is a compulsory discipline included in the European Studies Degree Course Curriculum from the second semester. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. The first semester students must cover 60 contact hours which prepares them towards the acquisition of language skills and competence at level B1 in the final semester of study according to the scale of the European Language Framework and allows them to sit for the Zertifikat Deutsch within the European Language Certificates system.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for linguistic competence - level B1 within the European Language Framework. **At the end of the course students must cope with situations such as:** travelling, everyday, conversations and small talk; **must be able to relate** pleasant, amusing or unpleasant experiences; describe experiences, events; produce short texts on familiar topics; understand basic television or radio information when communicators speak slowly and clearly.

Teaching and assessment:

Emphasis is put on interactive approaches to foreign language teaching and learning. Students also acquire cultural competence necessary for effective intercultural communication. This involves the wide application of audio and video material and multimedia together with work on authentic texts and recordings. Teaching is by practice sessions. The ECTS grades are formed on the basis of the current semester tests and oral performance at seminars. At the end of the eighth semester students should be ready to sit for the European Language Certificate Exam, level B1.

3645 European Political Systems

ECTS credits: 5

Weekly workload: 2 lectures+2 seminars+scholarly essay

Assessment: exam

Type of testing: written

Department involved: Department of European Studies, Faculty of Business and Management

Lecturer: Assoc.Prof. Velichko Panteleev, PhD, Department of Public Law

Abstract:

Teaching of this course has the aim to provide students with knowledge about interdependence within the European political process from the perspective of contemporary trends. Students will be provided with theoretical basis related to nowadays European political systems. They will learn the ideologies and values of main families of political parties in Europe.

This course creates useful foundation for political behaviour based upon European values. It stimulates analytical and prognostic skills for current political development in Europe. It develops capabilities for leading political dialogue, reaching consensus within the process of making political decisions as regards integration process in Europe.

Course content:

Main interpretations of basic terms in current European political theory and practice – politics, political process; power and power relations; political system (state, political parties, nongovernmental bodies); elections, electoral system and political involvement; political culture – typologies.

Ideology and values of main families of political parties in Europe: liberal, conservative, socialistic and social-democratic, christian-democratic, green parties, far right and far left parties.

Dynamics of political process in the EU member states.

Teaching and assessment:

Teaching in this course is organized in lectures and seminars. Seminars additionally enrich students' knowledge from theoretical and applied perspective. Students prepare on their own on main issues on the basis of literature sources in diverse European languages; they make individual presentations which they present in front of the audience of their colleagues.

Knowledge and skills of students will be evaluated through written exam based on abstract about two topics of learned material and on the results from individual work.

3646 Macroeconomics

ECTS credits: 4

Weekly workload: 3L+1S+0Lab

Assessment: exam

Type of exam: written and oral

Department involved: Department of Economics, Business and Management Faculty

Lecturers:

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tel: 888 - 557,

E-mail: DMinchev@ru.acad.bg

Assoc. Prof. Emil Georgiev Trifonov, PhD, Dept. of Economics, tel: 888 - 557

Abstract:

The subject Macroeconomics is part of the existing course in Economics. The other two integral parts are Microeconomics and World Economy. Macroeconomics studies the most general notions, categories and laws characterising economic phenomena at the level of society. It does not analyse the behaviour of the separate market entities but the large economic flows and complexes. The subject is closely related to the above-mentioned parts of Economics - Microeconomics and World Economy. Mathematics and very often Microeconomics (but not necessarily) are prerequisites for the course and knowledge of Philosophy would be very useful, too. The subject is a prerequisite for World Economy and all specific economic disciplines.

Course content:

Introduction to macroeconomics. Measuring macroeconomic activity. Economic growth and economic cycle. Employment and unemployment. Inflation. Macroeconomic equilibrium. Keynesian model. The IS-LM model. Monetary policy. Fiscal policy. General characteristics of foreign economic policy.

Teaching and assessment:

Training is conducted by means of lectures, where information is presented, and seminars, where some questions raised in the lectures are further clarified with the active involvement of the students. Students' participation in seminars is through presentations, talks, essays and reviews prepared on their own initiative or assigned by the lecturer, which represents their extramural activity. The examination is the final type of control but continuous assessment is applied, too. It is in the form of two term tests (TT1 and TT2) and student's performance (SP). At the end of the semester a continuous assessment mark is formed as the average of the TT1, TT2 and SP marks. The final result is the average of the continuous assessment and the exam marks.

3647 Fundamentals of Communication

ECTS credits: 6

Weekly workload: 2lec+ 2ps+1ca

Assessment: exam

Type of exam: written

Department involved: Department of European Studies, Faculty of Business and Management

Lecturer: Assoc. Prof. Rada Karshakova, PHD, Department of European Studies, Rkarshakova@ecs.ru.acad.bg

Abstract:

The discipline aims to give foundation knowledge in the field of human communication, its nature and role in real life situations. The acquired knowledge and skills in Fundamentals of Communication lay the basis for other courses in communication.

Course content:

Introduction into the theory of communication. Fundamental Communication patterns. Communication effect and the audience factor. Semiotics and communication: communication, signs and meaning, signification as a way of expressing meaning, non-verbal communication code. Research in the field of communication: associative experiment, semantic differential, content analysis, quizzes, interviews and other methods of registration. Socio-linguistic aspects of communication: socialization as a sociological dimension of human development. Communication and personality socialization. General framework of linguistic communication-linguistic situation, typology of languages, language repertoire and socio- linguistic norm. Micro frame of language communication – social situation, status and role, idiolect and its determinants. Code- switching as a dynamics of language behaviour.

Teaching and assessment:

Teaching is based on three contact forms: lectures, practice sessions and course work. The lectures represent the thematic system of the discipline (course) and formulate problems in need of discussion and practical interpretation. The seminars reveal the application potential of the subject matter in relation to reveal communication behaviour and real communication practice.

The course works stimulate the application of passively accumulated knowledge of research methods for the solution of communication problems inherent in real life situations. They are assessed in relation to their level of creativity, length and structure requirements and the observation of research method parameters. The written exam is conducted in the form of a test. The final semester grade is formed along the following pattern: 70% of it comes from the test result and 30% from the grade of the course work.

3648 French – III

ECTS credits: 6

Weekly workload: 6 practice sessions

Form of assessment: Continuous assessment

Type of Exam: written and oral

Department involved: Department of European Studies, Faculty of Business and Management

Lecturer:

Principal Assistant-Professor Romyana Tsvetanova Sobadjieva - Mihailova, Department of European Studies, Tel. 888 811, E-mail: rumi_mihailova@yahoo.fr

Abstract:

The course in French, part 3, semester three, has the goal to continue building up the language competence for general communication of the students enrolled in it. The programme of the course should equip learners with skills and competences allowing them to cope in a variety of everyday situations.

Content:

The course puts the foundation of French language acquisition for EU students which is important for their overall language preparation where French is their third language. The course trains all the four language skills - reading, writing, listening and speaking in a number of communicative situations. It also gives students an idea of how to cope with French socio-cultural issues.

Methods of teaching and assessment:

The work in the course is based on "CAMPUS", teaching materials which allows a lot of practical learning and drilling through dialogues, telephone conversations, short articles, letters and listening material. This teaching system involves the stages of listening to authentic speech, repetition and reading, oral and written expression of thoughts. Each language section finishes with a test allowing to assess the progress of the learners in terms of aural, oral and written work. The final ECTS grade is based on all test grades.

3649 European Socio-Cultural Environment (Anglophone component) I**ECTS credits:** 5**Weekly workload:** 4practice sessions +1course work**Assessment:** continuous**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Lyudmila Yordanova, Department of European Studies, tel.:888 811

E-mail: Ldicheva @ecs.ru.acad.bg

Abstract:

This course is a part of the chain of modules conducted in English within the European Studies degree course curriculum. During the third semester students explore the economic, political and social problems of British and American colonial societies between the XVIIIth and XIXth centuries.

Course content:

British Society in the 18th century. Religion, classes, economic and cultural patterns of development in the American colonies of the British Empire. Enlightened ideas and their impact on Britain and its American colonies. The Industrial Revolution in Britain. The New American Republic and its constitution. Ideologies, poverty and social reforms in 19th century Britain. Victorian society. British liberal reforms and the birth of the idea of the 'welfare state'. The fall of the British Empire and the orientation of Britain to Europe.

Teaching and assessment:

Teaching is by seminars and a course work. The major themes and the subject matter of the discipline are presented at seminars. The practice sessions activate scientific research through a variety of cases for interpretation. The ECTS grade this semester is the average result formed on the basis of the following components: (20%)attendance and active seminar participation, essay paper or course work (40%) and tests (40%).

3650 European Socio-Cultural Environment (German Language component) I**ECTS credits:** 5**Weekly workload:** 4practice sessions +1course work**Assessment:** continuous**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Prof. Dr. Penka Angelova, Department of European Studies, tel.:888 811

E-mail: penkaangelova@yahoo.de

Abstract:

This course is a part of the chain of modules conducted in German within the European Studies degree course curriculum. During the third semester students explore the cultural, economic, political and social problems of German and Austrian societies between the XVIIth and XIXth centuries.

Course content:

German Society in the 17th century. Religion, classes, economic and cultural patterns of development in the American colonies of the British Empire. Enlightened ideas and their impact on Britain and its American colonies. The Industrial Revolution in Britain. The New American Republic and its constitution. Ideologies, poverty and social reforms in 19th century Britain. Victorian society. British liberal reforms and the birth of the idea of the 'welfare state'. The fall of the British Empire and the orientation of Britain to Europe.

Teaching and assessment:

Teaching is by seminars and a course work. The major themes and the subject matter of the discipline are presented at seminars. The practice sessions activate scientific research through a variety of cases for interpretation. The ECTS grade this semester is the average result formed on the basis of the following components: (20%)attendance and active seminar participation, presentation or course work (40%) and tests (40%).

English as a Second Language - semesters three and four

Code:	3651	3658
ECTS credits:	4	4
Weekly Work load:	0+0+0+4	0+0+0+4
Assessment:	Continuous assessment (CA)	CA
Type of exam:	Written and oral	Written and oral
Department involved: Department of European Studies, Faculty of Business and Management		

Lecturers:

Principal Assistant-Professor Lyudmila Yordanova Dicheva, Department of European Studies, tel. 888 811, e-mail: ldicheva@ecs.ru.acad.bg

Principal assistant Roumyana Petrova Stoyanova, Department of European Studies, tel. 888 811 e-mail: Fulbright@ru.acad.bg

Abstract:

English as a Second Language is a compulsory discipline included in the European Studies Degree Course Curriculum from the first to the eighth semester. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. From the first to the eighth semester students must cover 435 contact hours which should give them sufficient preparation towards the acquisition of language skills and competence at level B1 or B2 according to the scale of the European Language Framework. Learners who have some preliminary language preparation at secondary school should find this language programme supportive and sufficient to allow them sit for the European Language Certificate Exam in English, level B1 or B2.

Course content:

At the end of the course students must be able to cope with a variety of everyday situations, must be able to relate and summarize texts, must write formal and informal letters and understand basic television or radio information when communicators speak slowly and clearly.

Emphasis is put on interactive approaches to foreign language teaching and learning. Students also acquire cultural competence necessary for effective intercultural communication. This involves the wide application of audio and video material and multimedia together with work on authentic texts and recordings. Teaching is by practice sessions. The ECTS grades for the third and fourth semester are formed on the basis of the current semester tests and oral performance at seminars.

3652 German – III (as a Second Language)

ECTS credits: 4	Weekly Work load: 0+0+0+4 Practice sessions
Assessment: continuous assessment	Type of exam: written and oral
Department involved: Department of European Studies, Faculty of Business and Management	

Lecturers:

Principal Assistant-Professor Zoya Todorova Dimitrova, Department of European Studies, tel. 888 811 e-mail: ztod@abv.bg

Abstract:

German as a Second Language is a practically oriented and compulsory discipline included in the European Studies Degree Course Curriculum from the first semester. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. At the end of the last, eighth semester students should have covered 435 contact hours of language learning. The third semester students must cover 60 contact hours which prepares them towards the acquisition of language skills and competence at level B1 in the final semester of study according to the scale of the European Language Framework and allows them to sit for exams such as Zertifikat Deutsch, A+ or B1 within the European Language Certificates system.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for linguistic competence - level B1 within the European Language Framework. At the end of the course students must cope with situations such as : travelling, everyday, conversations and small talk; must be able to relate pleasant , amusing or unpleasant experiences; describe experiences, events; produce short texts on familiar topics; understand basic television or radio information when communicators speak slowly and clearly.

Teaching and assessment:

Emphasis is put on interactive approaches to foreign language teaching and learning. Students also acquire cultural competence necessary for effective intercultural communication. This involves the wide application of audio and video material and multimedia together with work on authentic texts and recordings. Teaching is by practice sessions. The final ECTS grade for the semester is formed on the basis of the current semester tests and oral performance at seminars. At the end of the eighth semester students should be ready to sit for the European Language Certificate Exam, level B1.

3653 Comparative European Public Administration

ECTS credits: 6

Weekly workload: 2 lectures+2 seminars

Assessment: exam

Type of exam: oral and written

Department involved: Department of European Studies, Faculty of Business and Management
Emanuil Kolarov, PhD, Department of Public Law, Faculty of Law, phone: 888760

Abstract:

The aim of this discipline is to equip students with knowledge of the role and mechanisms of public administration in contemporary Europe, theoretical concepts and patterns of administration, the practices linked with the structure and functions of an administrative service. Comparison is made of the public administrations of the EU countries. Students learn more about the process of administrative development of the EU member states.

Course content:

I. General part. Introduction to Public Administration – functions, legal basis, principles, subjects, structure, acts, control and liability in public administration.

II. Special part – European public administration, public administration in comparative context

Teaching and assessment:

Teaching is by lectures and seminars. Seminars are practically oriented allowing students to employ further their newly acquired theoretical knowledge. At seminars students are required to prepare individually presentations from a variety of foreign language sources. The results of individual preparation and presentation will be summarized into a course work. The final ECTS grade is formed on the basis of a written and oral exam, having account to the achievements of the course work and of the student's activity during the semester.

0466 World Economics

ECTS credits: 5

Weekly workload: 2lec+2sem+ca

Assessment: continuous assessment

Type of exam: written and oral

Department involved: Department of Economics, Faculty of Business and Management

Lecturers:

Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tel: 888 - 557,

E- mail: DMinchev@ru.acad.bg

Abstract:

The subject World Economics is an integral part of Economics - mega-economy or international economy. It is concerned with the most general notions, categories and interconnections in the world economic relations. Topics and themes like the following ones come within the perimeter of World Economics: international trade theories, duty taxes, non-tariff restrictions, international currency and credit market, a balance of payment, international corporations, world integrations and formations, global economic processes. Macroeconomics is a prerequisite for the course and it in turn is a prerequisite for all specific economic disciplines related to international economic relations.

Course content:

International trade and foreign trade restrictions. Currency market and currency policy. International flow of capital. Regional economic integration. Economic problems of developing countries.

Teaching and assessment:

The lectures provide most of the knowledge. The seminars have two aims: clarifying the more difficult items from the lectures and adding more information where necessary. Students' self-study is focussed on the information from the lectures and related literature - individual tasks are assigned to find particular information for the seminars. The continuous assessment mark is formed on the basis of the results of two tests and individual performance in seminars can raise the mark by 0,5.

3654 Organizational Communication

ECTS credits: 6

Weekly load: 2lectures+2practice sessions;course assignmet

Assessment: exam

Type of exam: written

Department involved: Department of European Studies, Faculty of Business and Management

Lecturers:

Assoc. Prof. Yuliana Pencheva Popova, PhD, Department of European Studies, phone:888 811,

E-mail: juliana77popova@abv.bg

H.A.Prof. Iliana Yordanova Kosharova, Department of European Studies, phone:888 810,

E-mail: ikosharova@abv.bg

Abstract:

The course aims to equip students with knowledge about how the flow of information within the organization ensure the interaction between its hierarchical levels and how it operates outside the organization. An emphasis is laid on the development of skills, important for the management of the formal and informal communication flows in the organization and the realization of activities, presenting the organization before its audiences.

Course content:

The organization – its nature and structure; types of organizational structures and communication networks; group interaction within the organization – types of communicative behaviours and communicative roles; leadership in the organization; intergroup interactions and corporate culture; communication problems of human resource management; written communication in the organization – general administrative documents and business documents; oral communication in the organization – negotiations.

Teaching and assessment:

Teaching involves three basic forms: lectures, practice sessions and course work. The final ECTS grade is formed on the basis of three components: final exam /40 %/, course work /30 %/ and participation and attendance /30%/.

3655 French – IV

ECTS credits: 4

Weekly workload: 4 practice sessions

Form of assessment: Continuous assessment

Type of Exam: written and oral

Department involved: Department of European Studies, Faculty of Business and Management

Lecturer:

Principal Assistant-Professor Romyana Tsvetanova Sobadjieva - Mihailova, Department of European Studies,

Tel. 888 811, E-mail: rumi_mihailova@yahoo.fr

Abstract:

The course in French, part 4, semester four, has the goal to continue building up the language competence for general communication of the students enrolled in it. The programme of the course should equip learners with skills and competences allowing them to cope in a variety of everyday situations.

Content:

The course puts the foundation of French language acquisition for EU students which is important for their overall language preparation where French is their third language. The course trains all the four language skills - reading, writing, listening and speaking in a number of communicative situations. It also gives students an idea of how to cope with French socio-cultural issues.

Methods of teaching:

The work in the course is based on "CAMPUS", teaching materials which allows a lot of practical learning and drilling through dialogues, telephone conversations, short articles, letters and listening material. This teaching system involves the stages of listening to authentic speech, repetition and reading, oral and written expression of thoughts. Each language section finishes with a test allowing to assess the progress of the learners in terms of aural, oral and written work. The final ECTS grade is based on all test grades.

3656 European Socio-Cultural Environment (Anglophone component) II**ECTS credits:** 5**Weekly workload:** 4 practice sessions+1course work**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Lyudmila Dicheva, Department of European Studies, tel. 888 811

E-mail: ldicheva@ecs.ru.acad.bg

Abstract:

The course is conducted in English and discusses the most typical problems of the modern Anglophone world, problems that have long ceased to stay inside national boundaries.

Course content:

Healthcare and the birth of the idea of the welfare state. Ideological and literary trends in 18th and 19th century Britain and Europe. Trade unions in the new century and the issue of women's emancipation. Women between the wars. Britain between the wars-democracy and civil society. The fall of the British Empire and the rise of the USA. Britain since 1945 - the modern consumer society. Ireland in British and European social history. Will there be such a thing as the clash of civilisations? Globalisation and the rise of nationalism. On "The portrait of a people" by J. Paxman.

Teaching and assessment:

Teaching is by practice sessions and a course work (essay paper). The practice sessions activate scientific research through a variety of cases for interpretation. The final ECTS grade this fourth semester is obtained as an average grade formed from (20%)attendance and active seminar participation, essay paper or course work (40%) and tests (40%). Length of the essay - 1500 words.

3657 European Socio-Cultural Environment (German language component) II**ECTS credits:** 5**Weekly workload:** 4practice sessions +1course work**Assessment:** continuous**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Prof. Dr. Penka Angelova, Department of European Studies, tel.:888 811

E-mail: penkaangelova@yahoo.de

Abstract:

This course is a part of the chain of modules conducted in German within the European Studies degree course curriculum. During the third semester students explore the cultural, economic, political and social problems of German and Austrian societies between the XVIIth and XIXth centuries.

Course content:

German Society in the 17th century. Religion, classes, economic and cultural patterns of development in the American colonies of the British Empire. Enlightened ideas and their impact on Britain and its American colonies. The Industrial Revolution in Britain. The New American Republic and its constitution. Ideologies, poverty and social reforms in 19th century Britain. Victorian society. British liberal reforms and the birth of the idea of the 'welfare state'. The fall of the British Empire and the orientation of Britain to Europe.

Teaching and assessment:

Teaching is by seminars and a course work. The major themes and the subject matter of the discipline are presented at seminars. The practice sessions activate scientific research through a variety of cases for interpretation. The ECTS grade this semester is the average result formed on the basis of the following components: (20%) attendance and active seminar participation, praesentation or course work (40%) and tests (40%).

3659 German – IV (as a Second Language)**ECTS credits:** 4**Weekly Work load:** 4 Practice sessions**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Senior Lecturer Zoya Todorova Dimitrova, Department of European Studies, tel. 888 811, e-mail: ztod@abv.bg

Abstract:

German as a Second Language, part 4, is a compulsory discipline included in the European Studies Degree Course Curriculum. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. The fourth semester students must cover 60 contact hours which prepares them towards the acquisition of language skills and competence at level B1 in the final semester of study according to the scale of the European Language Framework and allows them to sit for exams such as Zertifikat Deutsch, A+ or B1 within the European Language Certificates system.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for linguistic competence - level B1 within the European Language Framework. At the end of the course students must cope with situations such as : travelling, everyday, conversations and small talk; must be able to relate pleasant , amusing or unpleasant experiences; describe experiences, events; produce short texts on familiar topics; understand basic television or radio information when communicators speak slowly and clearly.

Teaching and assessment:

Emphasis is put on interactive approaches to foreign language teaching and learning. Students also acquire cultural competence necessary for effective intercultural communication. This involves the wide application of audio and video material and multimedia together with work on authentic texts and recordings. Teaching is by practice sessions. The final ECTS grade for semester four is formed on the basis of the current semester tests and oral performance at seminars. Reminder: At the end of the eighth semester students should be ready to sit for the European Language Certificate Exam, level B1.

3660 Introduction into European Integration**ECTS credits:** 6**Weekly workload:** 4 sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:** Principal Assistant-Professor. M. Kornazheva, Department of European Studies

Tel: +359 82 82 56 67; E-mail: brie-bg@ru.acad.bg

Abstract:

3660 Introduction in European Integration is included in the 5th semester of European Studies bachelor program. It aims at the development of subject specific competences, relevant to background knowledge about the European idea, about the evolution of the integration processes in Europe, and about integration theories. Students become aware of the complexity of the processes of integration and enlargement; of points of view originating from diverse cultures and practices in Europe and outside Europe; of the impact of European affairs on the national, regional and local levels. They are enabled to work in an interdisciplinary area, to problematize concepts, ideas and stereotypes, to develop analytical skills.

Course content:

The content is structured to introduce the European idea from a chronological perspective and the integration processes in a logical framework. It is based on concepts, such as international system, European Communities, European institutionalism, European Union, sector-based and territorial cooperation, economic and political cooperation. Integration theories, such as functionalism, neofunctionalism, intergovernmentalism and multi-level governance are being introduced.

Teaching, learning and assessment:

The studies take place at the European documentation center. The methods of teaching and learning include seminars, tutorials, independent study and a paper, presentations, case studies, projection of video films, observation of maps, access to relevant web sites. The assessment is based on: attendance and contribution to the academic communications; the paper as a result of the independent study; and performance within the written form of control.

3661 Advertising Communication

ECTS credit: 6

Weekly workload: 2 lectures, 2 practice sessions, 2 course assignments

Assessment: exam

Type of exam: written

Department involved: Department of European Studies

Lecturers:

Professor Vasil Rainov, Department of European Studies, tel: 888 810

Principal assistant Iliana Kosharova Department of European studies, tel: 888 810

E-mail: ikosharova@abv.bg

Abstract:

The course of Advertising Communication is included as a compulsory discipline in the European Studies Curriculum. Goal of the course is modern advertising communication in the context of the communication process and the promotional mix. Through competencies acquired in the course the students can easily adapt to the dynamics and complexity of advertising.

Course content:

Contemporary advertising communication in the context of the communication process and the promotional mix; nature: types of advertising: advertising as communication – sender, receiver, channels, advertising message: planning advertising campaign for the organisation: advertising in newspapers and magazines: radio and TV advertising.

Teaching and assessment:

Teaching is by lectures, practice sessions and course work which is the individual work of the student on work provided by the course leader. The assessment of the students' competencies and skills is done by written exam. The final ECTS grade is the average result from the exam, test and course work.

3662 International Relations

ECTS credits: 5

Weekly workload: 4 seminars

Assessment: exam

Type of testing: written

Department involved: Department of European Studies, Faculty of Business and Management

Lecturers:

Emanuil Kolarov, PhD, Department of Public Law, Faculty of Law, phone: 888760,

E-mail: ekolarov@ru.acad.bg

Abstract:

This interdisciplinary course aims to acquaint students with the fundamentals of International relations as theory and practice. The major theoretical approaches to the discipline will equip students with a system of knowledge that would lead them through the labyrinth of international interactions. The course focuses on the existing norms in interstate relations, the character of today's international system, the recent developments of international relations on the European continent and the European Union as a new form of cooperation in Europe.

Course content:

General part: introduction to International Relations – term, history, theory, actors; states, international organizations, individuals; territories; treaties; liability.

Special part: international politics, foreign policy, diplomacy, security, international conflicts, regionalization, globalization, national minorities, human rights, war, terrorism, international cooperation.

Teaching and assessment:

Teaching is by seminars on which a short presentation of each topic will be provided by the lecturer. During seminars students work on texts related to the sets of rules and norms in international relations and to interactions among different actors in diverse fields. They should alone find legal bases for actions of different actors and to interpret them based on theory. The semester finishes with an exam in form of summarized test on which the students should be able to show not only theoretical competence but skills to interpret basic problems on the conditions and developments in international relations.

The final ECTS grade is based on the result from participation and attendance during seminars, the presented course work and the exam.

3663 French (as a third foreign language) V**ECTS credits:** 4**Weekly workload:** 4 Practice sessions**Assessment:** examen**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Rumyana Tsvetanova Sobadjieva-Mihailova, Dept. of Eu S, Tel.: 8888111

E-mail: rumi_mihailova@yahoo.fr

Abstract:

The course in French aims at equipping students with language competence for general communication (written and oral), allowing students to cope successfully with a variety of situations in French. For the students from the European Degree course it is the third foreign language which together with the courses run in their first language (English or German) and the courses in the second foreign language (English or German), takes part in the formation of skills, important for the professional profile of the future specialists in the field of European communications.

Course content:

The course puts the foundations of the four language skills in French – reading, writing, listening and speaking. The presentation of vocabulary and grammar follows the communicative approach, focusing on everyday situations and work with authentic language material. The students learn both the language and the communicative models of behaviour that would reveal to them how to understand the socio-cultural environment of the French-speaking countries.

Teaching and assessment:

The variety of teaching materials from the 'Campus' educational complex allow to conduct practice sessions in a learner-friendly environment with a lot of dialogues, telephone conversations, short articles, letters. All the four skills are trained during the practical seminar. Each unit finishes with a test on the grammar and lexis of the students. Assessment is continuous and based on the results of all the tests done during the first semester.

3664 Professional Communication in English I**ECTS credits:** 5**Weekly workload:** 4 practice sessions**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Lyudmila Yordanova Dicheva, Department of European Studies, tel. 888 811

e-mail: ldicheva@ecs.ru.acad.bg

Abstract:

The course in Professional Communication in English aims at providing European Studies students with good written and oral English language skills for direct and indirect business communication in the governmental and private sector of the country's economy. Computer skills are a prerequisite to enrol in this course.

Course content:

The utilitarian discourse system. Writing a business message. Memos, business letters, reports, e-mails, faxes. Preparing an interview. Meetings and their documentation. Presentation skills. Telephone conversation. Preparation for the European language Certificate in English B2 and C1.

Teaching and assessment:

Teaching is conducted in practice sessions. The ECTS grade for the course is formed on the basis of the three semester tests (40%), participation and performance at seminars (30%), course work (30%).

3665 Professional Communication in German I**ECTS credits:** 5**Weekly workload:** 4 practice sessions + 1 course work**Assessment:** continuous**Type of Exam:** written and oral**Department involved:** Dept. of European Studies, Faculty of Business and Management**Lecturer:**

Principal Assistant-Professor Zoya Todorova Dimitrova, Dept. of European Studies. tel. 888/811;

E-mail: ztod@abv.bg

Abstract:

The course is included as optional in the curricula of the European Studies degree course. It corresponds favourably with the courses in European Area Studies and Professional Communication within the EU in German. The major goal of the course is gaining competence and building up skills for successful business Communication with representatives of business organisations from the German -speaking regions of Europe plus successful usage of texts focusing on economic issues.

Course Content

The course content includes topics of general economic processes and focuses on the form and structure of communicative patterns, typical for the sphere of organisational Communication. A special emphasis is laid on the acquisition of techniques and methods for successful implementation of those patterns.

Teaching and Assessment:

Because of its practical character the discipline is conducted in practice sessions. The practical's are conducted in German and are based on an entirely communicative and interactive principle, with exercises developing the receptive, productive-receptive and productive skills of the students. Various Video, audio and printed teaching materials are involved in both individual and team work. The course work aims to encourage students in acquiring the course content and implement theory in dose to reality practical tasks. The final ECTS grade is the average from the acquired grades for seminar participation, tests and course work.

3666 English – V**ECTS credits:** 4**Weekly workload:** 4 practice sessions**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Lyudmila Yordanova Dicheva, Department of European Studies, tel. 888 811

e-mail: ldicheva@ecs.ru.acad.bg

Abstract:

English as a Second Language (semester 5) is a compulsory discipline included in the European Studies Degree Course Curriculum. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills.

Course content:

Lexical content revolves around the following thematic nests: States, identity and nationality. The family. The human body. Trip preparation and transport. Food and eating habits. Expressing feelings and viewpoints. A place to live in. Professions. Britain and the British. Grammar focuses on: Comparison of the Present Simple and Present Continuous Tenses. Past Simple and Past Continuous Tense. Modal verbs. Futurity. Expression of quality. Present Perfect. Non-finite verb forms. Conditional sentences type 1 and type 2. At the end of the fifth semester students must be able to cope with a variety of everyday situations, must be able to relate and summarize texts, must write formal and informal letters or commentaries and understand basic preparing towards the written and oral format of the TELC exam in English, B1.

Teaching and assessment:

This involves the wide application of audio and video material and multimedia together with work on authentic texts and recordings. Teaching is by practice sessions. The ECTS grade for the fifth semester is formed on the basis of the current semester tests and oral performance at seminars, the ratio being 80% from tests to 20% from attendance and participation.

3667 German – V (as a Second Language)**ECTS credits:** 4**Weekly Work load:** 4 Practice sessions**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Zoya Todorova Dimitrova, Department of European Studies, tel. 888 811

e-mail: ztod@abv.bg

Abstract:

German as a Second Language is a compulsory discipline included in the European Studies Degree Course Curriculum from the first semester. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. The first semester students must cover 60 contact hours which prepares them towards the acquisition of language skills and competence at level B1 in the final semester of study according to the scale of the European Language Framework and allows them to sit for the Zertifikat Deutsch within the European Language Certificates system.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for linguistic competence - level B1 within the European Language Framework. At the end of the course students must cope with situations such as : travelling, everyday, conversations and small talk; must be able to relate pleasant , amusing or unpleasant experiences; describe experiences, events; produce short texts on familiar topics; understand basic television or radio information when communicators speak slowly and clearly.

Teaching and assessment:

Emphasis is put on interactive approaches to foreign language teaching and learning. Students also acquire cultural competence necessary for effective intercultural communication. This involves the wide application of audio and video material and multimedia together with work on authentic texts and recordings. Teaching is by practice sessions. The ECTS grades are formed on the basis of the current semester tests and oral performance at seminars. At the end of the eighth semester students should be ready to sit for the European Language Certificate Exam, level B1.

3668 Institutions and Decision Making in the EU**ECTS credits:** 6**Weekly workload:** 4 seminars+ ca**Assessment:** exam**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Emanuil Kolarov, PhD, Department of Public Law, Faculty of Law, phone: 888760,

E-mail: ekolarov@ru.acad.bg

Abstract:

This interdisciplinary course aims to acquaint students with the institutional frame of the EU, its structure and the intensive law-making processes taking place there. An additional emphasis is laid on those national institutions in Bulgaria closely linked with the process of European integration and the decision-making there. Attention is paid to the ongoing enlargement and the perspectives for the reformation of EU institutions.

Course content:

The EU as a legal body - division of competences among institutions and between the EU and its institutions, on the one hand, and between member countries and their respective societies, on the other. EU institutions. Legal acts of the EU: types, juristic action and procedures for their acceptance. The role of national institutions in EU decision making. Bulgarian institutions linked with Euro-integration. The future of the EU.

Teaching and assessment:

Teaching is by seminars. A testing on a regular basis is provided. The semester finishes with a summarized test for which the students should be able to show not only theoretical competence but skills to interpret concrete legal situations from activities of EU institutions and their compatibility with the legislation of member or accession countries. The final ECTS grade is based on three components: the result from the participation and attendance during seminars, the presented course works and results from the exam.

3669 Public Relations**ECTS credits:** 6**Weekly workload:** 2lec+2ps+Cca**Assessment:** exam**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturer:**

Associate Professor Rada Peneva Karshakova PhD, Department of European Studies, tel: 888 810

E-mail: Rkarshakova@ecs.ru.acad.bg

Abstract:

The aim of the subject is to provide basic knowledge of the nature of Public relations (PR) as a communication social technology, its subject area and the range of its application in the practices of public institutions, commercial and non-commercial organizations. The entry relations of the subject are with Introduction to Communication Studies, Organisational Communication, Advertising Communication.

Course content:

The subject content includes the following: origin and formation of PR; definitions and basic notions; the RACE-algorithm as a technological PR-process; nature of the audiences, type and situation segmentation; communication of PR and types of communication; barriers for efficient communication; media and techniques for relations with the mass media; corporate PR and image; public matters, problem lobbying and management; corporate culture, corporate identity and PR; PR and the internal communication; social responsibility and sponsorship; PR-campaign; PR in crisis; specialized PR; ethic standards for practicing PR.

Teaching and assessment:

These include three contact forms: lectures, practice sessions and course work(CA). The lectures present the theme system of the subject and formulate the issues to be discussed and practically interpreted. The practice sessions reveal the practical potential of the subject matter as regards the real communication behavior of the organization. The students discuss and present additional literature; analyze practical cases; conduct reproduction tasks, and work on cases. The students are required to attend according to internal university regulations and participate actively in the presentations, discussions, analyses of the practical cases, the case development and representational activities in order for the subject to be acknowledged. CA stimulates the application of knowledge for the solution of inherent PR problems such as: audience segmentation, image analysis, planning PR activities. The CA is assessed for its creativity, structure, length, the employment of appropriate research methods.

The exam consists of test, which include not only multiple choice but also open-ended questions and a practical case. The term mark is based on exam(70%) and CA (30%).

3670 Fundamentals of Management**ECTS credits:** 5**Weekly workload:** 3lec + 1sem.**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Associate Professor Vasil Penchev, PhD, Department of Industrial Management, tel. 888-851;

E-mail: vpenchev@ru.acad.bg

Senior assistant professor Miglena Pencheva, Department of Business and Management, tel. 888-431,

E-mail: mpencheva@ru.acad.bg

Abstract:

The course aims to provide students with basic managerial knowledge and skills. The teaching material is designed in accordance with the contemporary concepts in the theory of management in following the functional principles. This provides a basis for dividing the course syllabus into 4 main parts. The course builds on knowledge and skills acquired in Economic Geography of Europe, Microeconomics, Macroeconomics, World Economics, Organizational Communication, Public Relations and is a prerequisite for Marketing, Project Management, Professional Ethics, etc. as well as the diploma theses.

Course Content:

The course includes the following chapters: Management – Theory and Practice; Planning; Organizing; Directing; Controlling; International Management.

Teaching and Assessment:

Besides the traditional teaching methods at lectures, slides, etc. are also intended to be used. Appropriate examples clarify the subject matter of the lectures. The seminars and the lectures are organized in parallel. Students are expected to be acquainted with the previous lecture material before each seminar. The seminar teacher carries out a continuous assessment and gives an average mark for the term based on the overall student's participation during classes and the results from the work. There is a particular emphasis on the practical application of the methods taught throughout the course. The overall performance during the term is considered when forming the final mark.

3671 Professional Communication in English II**ECTS credits:** 5**Assessment:** continuous assessment**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Lyudmila Yordanova Dicheva, Department of European Studies, tel. 888 811, e-mail: ldicheva@ecs.ru.acad.bg

Abstract:

The course in Professional Communication in English aims at providing European Studies students with good written and oral English language skills for direct and indirect business communication in the governmental and private sector of the country's economy. Computer skills are a prerequisite to enrol in this course.

Course content:

Advertising communication in English – peculiarities. Applying for a job. Writing a CV. Types of CVs. The language of banking, insurance. International trade, transportation. Preparation for the Language Certificate in English for Business Purposes B 2.

Teaching and assessment:

Teaching is conducted in practice sessions. The ECTS grade for the course is formed on the basis of the three semester tests (40%), participation and performance at seminars (30%), course work (30%).

Weekly workload: 4 practice sessions**Type of exam:** written and oral**3672 Professional Communication in German II****ECTS credits:** 5**Assessment:** Continuous**Department involved:**

Dept. of European Studies, Faculty of Business and Management

Lecturer:

Principal Assistant-Professor. Zoya Todorova Dimitrova, Dept of European Studies. tel. 888/811;

E-mail: ztod@abv.bg

Abstract:

The course is included as optional in the curriculum of the major in European Studies. It corresponds favourably with the courses in European Area Studies and Professional Communication within the EU in German. The major goal of the course is gaining competence and building up skills for successful business Communication with representatives of business organisations from the German -speaking regions of Europe plus successful usage of texts focusing on economic issues.

Course Content

The course content includes topics of general economic processes and focuses on the form and structure of communicative patterns, typical for the sphere of organisational Communication. A special emphasis is laid on the acquisition of techniques and methods for successful implementation of those patterns.

Teaching and Assessment:

Because of its practical character the discipline is conducted in practice sessions. The practical's are conducted in German and are based on an entirely communicative and interactive principle, with exercises developing the receptive, productive-receptive and productive skills of the students. Various Video, audio and printed teaching materials are involved in both individual and team work. The course work aims to encourage students in acquiring the course content and implement theory in dose to reality practical tasks. The final ECTS grade is the average from the acquired grades for seminar participation, tests and course work.

Weekly workload: 4 practice sessions + 1 course work**Type of Exam:** written and oral

3673 English – VI

ECTS credits: 4**Weekly workload:** 4 practice sessions**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Lyudmila Dicheva-Sokolova, Department of European Studies; Tel.: 888 811

E-mail: ldicheva@ecs.ru.acad.bg

Abstract:

English as a Second Language, semester six, is a compulsory discipline included in the European Studies Degree Course Curriculum. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for language competence, taking students to level B2 of the European Language Certificate in English within the European Language Framework. Lexical units: Entertainment and leisure activities. Crime and Punishment. Love is all around us. Favourite film and music idols. Making news. At a party. Household chores. How to be polite to our neighbours. Sports and sport ethos. A talk about cultural differences. Booking a trip and accommodation. Grammar: Comparison of adjectives. Revision of Conditionals, type 1 and 2. Defining relative clauses. Adjectival order when describing people and objects. Definers and linking words. Passive voice. Present perfect continuous. Sentence patterns. Verb phrases. At the end of sixth semester students must be able to cope with a variety of everyday situations, must be able to relate and summarize texts, must write formal and informal letters and understand television or radio information given by native speakers. Work on the oral format of the TELC exam in English, B2, begins.

Teaching and assessment:

Teaching is by practice sessions. The ECTS grade for the sixth semester is formed on the basis of the current semester tests and oral performance at seminars, the ratio being 80% from tests and 20% from attendance and participation.

3675 European Regional Studies

ECTS credits: 4**Weekly workload:** 2 lec. + 2 sem.**Assessment:** continuous assessment**Type of the exam:** written**Department involved:** Department of European Studies, Business and Management Faculty**Lecturer:**

Assoc. Prof. Dr. Vasil Georgiev Doykov, tel.: 082/85 55 38;

E-mail: vasil_doikov@abv.bg

Abstract:

The European Regional Studies branch of Geography aims to help acquire knowledge of the regions in Europe. Regions are grouped by countries (Northern, Western, Central, Southern, Eastern Europe); regions in each separate country (e.g. six great regions in Germany), particular regions such as Ruhr, Hamburg, Stuttgart, Frankfurt, Munich, Berlin etc., peripheral regions, which are possible only as a part of the regional geography. The European Union gives great importance to regional studies.

Course content:

It covers the European regions and analyses of their industry, agriculture, fishing, transport, tourism, export and import, ethnic diversity, religion, ecology and so on, in the three sectors – primary, secondary and tertiary. All European countries are covered.

Teaching and assessment:

Lectures are balanced with seminars. Students make comparative tables of the countries of particular European region, make maps and every student is assigned course work.

For testing and evaluation of knowledge the process of continuous assessment is used. Participation in seminars and the completion of the course work are taken into consideration for the formation of the final ECTS grade.

A textbook of Economic Geography of Europe by V. Doykov and A. Dermendjiev is used during the course.

3676 French – VI**ECTS credits:** 4**Weekly workload:** 4 practice sessions**Form of Assessment:** Continuous assessment (CA)**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of BM**Lecturer:** Principal Assistant-Professor Rumyana Tsvetanova Sobadjieva-Mihailova, Department of European Studies, Tel.: 888 811, E-mail: rumi_mihailova@yahoo.fr**Abstract**

The course in French (part VI) has the task to continue the development of the student language competences in the target language – their written and oral expression in a variety of situations. Together with the other two foreign languages, French takes part in the formation of foreign language skills, necessary for the specialists in the sphere of European communication on all levels.

Contents

French is an optional course. Students acquire the language together with the socio-cultural elements of French speaking communities in Europe stepping on language material offered in the student textbooks and teacher's handouts.

Methods of teaching

The course has adopted "CAMPUS 2" system of teaching French as a foreign language which gives the general idea of how practice sessions are conducted (dialogues, telephone conversations, reading of short articles or letters, etc. Of exceptional importance are the comprehension listening exercises based on authentic audio material. Other methods of teaching are creative repetition or grammar and lexis in new contexts, oral and written expression of thoughts. The discipline involves continuous assessment based on seminar participation and written works.

3677 European Law**ECTS credits:** 7**Weekly workload:** 5 sem +course assignmet**Assessment:** exam**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Emanuil Kolarov, PhD, Department of Public Law, Faculty of Law, phone: 888760,
E-mail: ekolarov@ru.acad.bg

Abstract:

The goal of the course is to acquaint students with the legal aspects of cooperation among countries in Europe. Emphasis is laid on the EU – its structure, institutional framework. Leading principles in legislation, the role of individuals in law implementation, the question of responsibility of different subjects. Attention is paid to the organization and activities of the Council of Europe and its law enforcement institution – the European Court of Human Rights – implementing the European Charter of Human Rights and Fundamental Freedoms.

Course content:

Common part: European Law – broad and narrow meaning, European law as a self-standing legal system; system of the law of the EU; principles of European law; sources of European law.

Special part: Law of the European union – sources, primary and secondary law; legislation and implementation; direct implementation, direct effect. Judicial system of the EU – european procedural law, proceedings before the judicial instances of the EU; liability under the EU law; colisions between national and community law; harmonisation of law.

Supplementary part: Council of Europe; Convention on Human Rights and Fundamental Freedoms; European Court of Human Rights; procedures before the ECHR.

Teaching and assessment:

Teaching is by tutorial seminars on which a short presentation of each topic will be provided by the lecturer. During seminars students work on texts and cases brought before teh European Court of Justice and the European Court of Human Rights pointing on different problems occurring with implementation of the Treaties and ECHR principles and rules in the member states. Students develop skills of team working, oral and written presentation of legal matters.

The semester finishes with an exam in form of summarized test on which the students should be able to show not only theoretical competence but skills to interpret concrete legal situations.

The final ECTS grade is based on the result from participation and attendance during seminars, the presented course work and the exam.

3678 Intercultural Communication**ECTS credits:** 6**Weekly workload:** 3L+0S +0Lab+1PE**Assessment:** exam**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Assoc.Prof. Dr Juliana Popova, Department of European Studies, tel.: 888 813

E-mail: juliana77popova@abv.bg

Abstract:

The course content includes development of knowledge and skills about cultural differences in perceptions, beliefs, attitudes and values, all of which form the basis of existing cultures and cultural orientations. These often build up barriers to communication in a multicultural environment. Their understanding and management makes the world of globalizing business more open to contacts and supports the development of multicultural group management and the successful functioning of multinational companies.

Course content:

Intercultural communication - functions, characteristics, elements of culture, the concepts of mine/ours-foreign and otherness. Acquisition of native culture and foreign culture. The view on cultural grammar and the ideas of eminent researchers in the field of Intercultural Communication. Socio-psychological peculiarities of Intercultural Communication. The processes of intercultural adaptation and cultural sensibilisation. Multiculturalism and globalization. Management of multicultural teams.

Teaching and assessment:

Teaching technology envisages the acquisition of the course content through lectures and seminars whose goal is active students' participation in the development of the course units. The final ECTS grade in Intercultural Communication is based on the results from three components: one multiple choice written test, including also case analysis (50%), course work /30%/ and participation in discussions and presentations

3679 Marketing**ECTS credits:** 4**Weekly workload:** 3lec +1sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturer:**

Assoc. Prof. Georgi Emilov Valchev, Department of Economics, tel:888 357, E-mail: GValchev@ru.acad.bg

Abstract:

The subject aims to introduce students to basic theoretical and methodological issues of marketing. Basic knowledge of economic theory and the problems of world economics is a precondition for building up knowledge of marketing. The subject serves as the basis for learning the methods and approaches to realization of the marketing concept in managing business in other subjects.

Course content

Introduction to the subject Marketing. Definition of marketing. Types and kinds of marketing. The concept "marketing mission". Marketing environment. Marketing information system. Strategic marketing planning and kinds of strategies. Factors, determining the choice of a marketing strategy. Production, marketing and stock policy. Consumer behavior. Market segmentation. Marketing and life cycle. Main strategies in the area of stock policy. Nature, range and principles of the price policy. Price surveys in marketing. Realization of the price strategy of a company. Distribution policy of the company. Marketing logistics. Business communications in contemporary marketing. Advertisement and kinds of means for the advertising policy. Organizing and running an advertising campaign.

Teaching and assessment:

The lecture and the talk are the main methods in presenting the information, which is structured on the basis of combining the approaches of history and logic. By applying the method of history, one can reveal how the content of marketing changes depending on which element of culture dominates or has reached its highest level at a particular point. Through the logical method marketing problems are outlined more clearly.

In the Marketing course achievement is measured by continuous assessment. Continuous control is done first, at lectures while formulating problems and elaborating on them and secondly, at seminars while debating. Writing essays on particular topics and their discussion at seminars is a more individualized task performed by students. At the end of the term there is a discussion on all topics as a result of which the final.

3680 Professional Communication in the EU in English I

ECTS credits: 5

Weekly workload: 4 ps

Assessment: continuous assessment

Type of exam: oral and written

Department involved: Department of European Studies, Faculty of Business and Management

Lecturers:

Principal Assistant-Professor M. Kornazheva, Department of European Studies

Tel: +359 82 82 56 67 ; E-mail: brie-bg@ru.acad.bg

Abstract:

This subject unit is a part of a two-unit module, included in the seventh and the eighth semester of the curriculum of European Studies bachelor program. The module aims at the development of competences for communication in the European Union as a future professional environment of the students. The content of this seventh semester unit focuses on the European Union as a sui generis organization. The learning outcomes are two-fold. On one hand, students acquire knowledge of terminology related to the European Union, and on the other, they develop skills to apply this knowledge within frames of reference typical of the integration discourse.

Course content:

The content is structured to introduce the European idea and the European Union in a logical framework. The teaching and learning encompass topics from the history of the European Union, and topics related to the semantic core of the frames of reference in regard to: the institutions of the European Union; the Europeanization; the European Union and the citizens, the economic integration, the external relations of EU.

Teaching and assessment:

The methods of teaching and learning include practical exercises, tutorials, independent study, presentations, case studies, projection of video films, and access to relevant web sites. The involvement in the above mentioned formats of academic work enables students to improve both, their written and oral communication skills. The assessment is based on: attendance and contribution to the academic communications; preparation of the work as a result of the independent study; and performance within the written form of control.

3681 Professional Communication within the EU in German I

ECTS credits: 5

Weekly workload: 4practice sessions + 1Course work

Type of assessment: Continuous assessment

Type of exam: written and oral

Department involved: Department of Eu Studies, Faculty of Business and Management

Lecturer:

Principal Assistant-Professor Zoya Todorova Dimitrova , Department of Eu Studies, tel. 888/811;

E- mail: ztod@abv.bg

Abstract:

The discipline „Professional Communication within the EU in German“ is optional for fourth year full-time Eu Studies students. It corresponds favorably with other courses such as *European Area Studies in German* and *Professional Communication in German*.

Course goals: to finalize the work on the professional competences of the future bachelors in Eu Studies offering them knowledge and skills

- for successful_communication in German for job positions in institutions of the EU and Eu integration activities.
- for successful work on texts linked with European issues.

Course Content:

The course builds up on basic concepts, general theoretical knowledge and practical skills acquired from disciplines studied in the major course modules of the degree course. It focuses on a wide range of European Union and European Integration issues such as EU integration process, Institutions of the EU, major agreements and contracts, decision making. Students are expected to make presentations on discussed or un discussed European and European Union issues.

Methods of Teaching:

The course is conducted in German on a practical seminar basis. The major teaching methods are wholly based on the communicative and interactive principles. The teaching pattern: demonstration-analysis and comment-simulation- is rigidly observed. Exercises have the task to develop the receptive and productive skills of the students. Apart from individual work, group work is additionally encouraged. The course involves one semester test and cas well as knowledge and skills assessed during practice sessions. The final ECTS grade is based on the grades from the current assessment, the test and the course work.

3682 English VII

ECTS credits: 3**Weekly workload:** 3 practice sessions**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Lyudmila Dicheva-Sokolova, Department of European Studies; Tel.: 888 811

E-mail: ldicheva@ecs.ru.acad.bg

Abstract:

English as a Second Language, semester seven, is a compulsory discipline included in the European Studies Degree Course Curriculum. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. The course should take students to upper intermediate level of language competence.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for language competence given within the European Language Framework. Lexical units: Taking a break. Other people's jobs. Enthusiasms. Lawbreakers. Environmental pollution. Inventions of our time. Going the hard way. Family life. Looking after yourself. Grammar is subjected to revising the material taken in the previous semesters. At the end of seventh semester students must be able to cope with a variety of everyday situations, must be able to relate and summarize texts, must write formal and informal letters and understand television or radio information given by native speakers. Students should also be described as active and independent users of language.

Teaching and assessment:

Teaching is by practice sessions. The ECTS grade for the sixth semester is formed on the basis of the current semester tests and oral performance at seminars, the ratio being 80% from tests and 20% from attendance and participation.

3683 German - VI I(as a Second Language)

ECTS credits: 3**Weekly workload:** 3 Practice sessions**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Zoya Todorova Dimitrova, Department of European Studies, tel. 888 811

e-mail: ztod@abv.bg

Abstract:

German as a Second Language is a compulsory discipline included in the European Studies Degree Course Curriculum from the first semester. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. The first semester students must cover 60 contact hours which prepares them towards the acquisition of language skills and competence at level B1 in the final semester of study according to the scale of the European Language Framework and allows them to sit for the Zertifikat Deutsch within the European Language Certificates system.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for linguistic competence - level B1 within the European Language Framework. At the end of the course students must cope with situations such as : travelling, everyday, conversations and small talk; must be able to relate pleasant, amusing or unpleasant experiences; describe experiences, events; produce short texts on familiar topics; understand basic television or radio information when communicators speak slowly and clearly.

Teaching and assessment:

Emphasis is put on interactive approaches to foreign language teaching and learning. Students also acquire cultural competence necessary for effective intercultural communication. This involves the wide application of audio and video material and multimedia together with work on authentic texts and recordings. Teaching is by practice sessions. The ECTS grades are formed on the basis of the current semester tests and oral performance at seminars. At the end of the eighth semester students should be ready to sit for the European Language Certificate Exam, level B1.

3684 Project Management**ECTS credits:** 5**Assessment:** exam**Department involved:** Department of Business and Management, Business and Management Faculty**Lecturers:**Assoc. Prof. Eng. Nikolaj Stefanov Najdenov, PhD, Dept. of Business and Management,
tel.: 888-520; E-mail: nnaydenov@ecs.ru.acad.bgSenior assistant professor Daniela Nikolaeva Iordanova, Department of Business and Management,
tel.: 888-520; E-mail: dyordanova@ecs.ru.acad.bg**Abstract:**

Project management, with its focus on the accomplishment of unique outcomes with limited resources under critical time constraints is an important aspect of contemporary operations management. This course is designed to teach the basic principles of good project management and will provide students with the knowledge and skills to participate effectively in project teams. The course content has incoming relations with "Introduction in European Administration", "Management Essentials" and other courses contents and outgoing relations with the development of bachelor thesis and future practice.

Course content:

The course will focus on such topics as: the essence, objective, and main functions of project management, types of public and private projects. Emphasis will be placed on the project management principles, project definition, and project design. Continuing attention will be paid to detailed planning and scheduling, project team building, fund raising, risk management and quality management. Concepts will be applied to monitoring and project completion.

Teaching and assessment:

Most of the teaching is by lecturers introducing the main issues of project management. Practical sessions help students consolidate the knowledge they gained from the lectures. Computer software packages are used for project management training. Authentic project management forms help task completion. By the end of the second week of the semester the students have a course work, which is an individual task based upon all topics discussed in the practical sessions. The course work must be 7 to 8 pages long and should be submitted before the end of the semester. The final ECTS grade is awarded as the average of the course work grade and the written exam grade.

3685 French VII**ECTS credits:** 4**Form of Assessment:** Exam**Department involved:** Department of European Studies, Faculty of BM**Lecturer:**Principal Assistant-Professor Romyana Tsvetanova Sobadjieva-Mihailova, Department of European Studies
Tel.: 888 811, E-mail: rumi_mihailova@yahoo.fr**Abstract:**

The course in French (part VII) has the task to improve the student language skills in the target language – their written and oral performance in a variety of situations. Together with the other two foreign languages, English and German, French takes part in the formation of the foreign language skills of the European Studies students, necessary for them as specialists in the sphere of European communication.

Contents:

French is an optional course. Students acquire the language together with the socio-cultural elements of French speaking communities in Europe stepping on language material offered in the student textbooks and teacher's handouts. Grammar and lexis are presented in communicative situations.

Methods of teaching

The course has adopted "CAMPUS 2/3" system of teaching French as a foreign language which gives the general idea of how practice sessions are conducted (dialogues, monologues, telephone conversations, reading of short articles or letters, etc. Of exceptional importance are the comprehension listening exercises based on authentic audio material. Other methods of teaching are creative repetition or presentation of grammar and lexis in new contexts, oral and written expression of thoughts. The course work aims to check and test the students' skills and competences. The final exam is conducted in relation to the European Language Framework and the TELC requirements. The final ECTS grade is based on the results from the final exam.

3686 Common Policies of the European Union

ECTS credits: 4

Weekly workload: 0 lectures+5 seminars

Assessment: exam

Type of testing: written

Department involved: Department of European Studies, Faculty of Business and Management

Lecturers:

Emanuil Kolarov, PhD, Department of Public Law, Faculty of Law,
phone: 888760, E-mail: ekolarov@ru.acad.bg

Abstract:

This interdisciplinary course aims to acquaint students with the various spheres of competence of the European Communities and the activities in the framework of the European Union. As a logical continuity of previous courses from the plan of European Studies specialty this course puts the emphasis on EU law aiming to develop further skills and knowledge in students on dealing with legal matters and regulations on different policies of the EU. Attention is paid to the future development of these policies according to the provisions of the Treaty establishing a Constitution for Europe. Special accent is given to the implementation of the EU policies in Bulgaria and the legal bases thereto in the Treaty of Accession of Bulgaria to the EU.

Course content:

Common part: European Union-European Law-European Studies; Politics, National politics and Common policies as terms; Sources, principles and system of the EU law and locus standy of the common policies.

Special part: the freedoms of the internal market; common policies of the European Communities. Other Community policies; Policies of the EU (second and third pillar). Future of the EU policies according to the Treaty establishing a Constitution for Europe. Participation and implementation of the EU policies in Bulgaria.

Teaching and assessment:

Teaching is by seminars on which a short presentation of each topic will be provided by the lecturer. During seminars students work on texts and cases brought for European Court of Justice pointing on different problems occurring with implementation of the EU policies in the member states. Students must be able alone to find out a legal basis for the activities of diverse actors within special EU policy.

The semester finishes with an exam in form of summarized test on which the students should be able to show not only theoretical competence but skills to interpret concrete legal situations.

The final ECTS grade is based on the result from participation and attendance during seminars and the exam.

3687 Professional Ethics

ECTS credits: 3

Weekly workload: 5ps

Assessment: continuous assessment

Type of exam: written

Department involved: Department of European Studies, Faculty of Business and Management

Lecturer:

Principal Assistant-Professor Prof. Veselina Stefanova Gachevska, Dept. of European Studies,
tel.: 888-810, e-mail: vgachevska@ecs.ru.acad.bg

Abstract:

The course is mandatory for the programme of study of European Studies. Its academic content is presented as a selection of theories, concepts and case studies. The aims of the course include gaining knowledge and skills associated with the system of ethical values that guides the professional conduct of the individual and the group, the ethical attitudes and behaviors in conflict situations, the verbal and non-verbal etiquette in professional communication.

Course content:

Course content:

The origin of ethics as a branch of scholarship; theoretical and applied ethics; morals as value and norm; ethical standards – norms and principles; principle of utilitarianism, universalism and justice; professional ethics - typology; administrative ethics; corruption and administrative misconduct; European ombudsman and OLAF; business ethics – ethical standards and moral responsibility in business; ethical code; modes of conduct in conflict situations; verbal and non-verbal etiquette in professional communication.

Teaching and assessment

Teaching and assessment:

The course is conducted as practice sessions on the following model: presenting the topic; setting the main questions for discussion and presentation; debate; practical aspects – tests, case studies, simulation games, etc. Continuous assessment is the main means of evaluation through a written work, which includes a theoretical problem and a case study. The final grade is formed on the basis of: 80% from the result of the work and 20% from performance and participation during seminars.

3689 Ecological Policy of thre EU**ECTS credits:** 2**Weekly workload:** 3lec**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Ecology and Environmental Protection, Faculty of Agricultural Mechanization**Lecturers:** Assoc. Prof. Vladimir Tomov Vladimirov; PhD, Dept. of Ecology and Environmental Protection; tel.: 44507 481 E-mail: vvladimirov@ecs.ru.acad.bg**Abstract:**

The main goal for the students is to acquire skills for management and politics in environmental protection. It is a problem with national and international importance. The activities to work out in training course are: assimilate the main ecological problems in EU, principles, subject and system of ecological politics, politics in protection of the air, water, and soil, protection from waste and energy pollution, sustainable development, management in environment on national and regional level, out border problems of environment and methods for their solution.

Course content:

Ecological problems in EU. Main principles in ecological politics. Subject and system of ecological politics. Main characters of ecological politics. European ecological legislation. Air, Water and Soil protection politics. Waste and Energy pollution protection politics. Sustainable development and environmental management. Ecological and economical analysis in risk regions. Environmental monitoring. International aspects of environmental protection.

Teaching and assessment:

The lectures are three hours duration weekly. They are visualized with presentations and videos of the accents in European environmental politics. Original materials from universities in Germany, France and Great Britain are used.

3690 European Transport Policy**ECTS credits:** 2**Weekly workload:** 2 lec**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Transport, Faculty of Transport**Lecturers:**

Assoc. Prof. Velizara Pencheva, PhD, Dept. of Transport, tel. 888 825

E-mail: vpencheva@ecs.ru.acad.bg.

Prof Dimitar Simeonov, PhD, Dept. of of Transport, tel. 888 608

E-mail: stenly@ecs.ru.acad.bg

Abstract:

The course gives to the students basic theoretical and practical knowledge about the Common European Transport Policy. Students get acquainted with all the rules, normatives and laws concerning the european transport system. Sources used: Geography of Europe; Introduction into European Integration; International Relations; European Law; Common EU policies. Final result: The acquainted knowledge will help the students to evaluate corectly the Common European Transport Policy and will be useful in the process writing their own diploma projects.

Course content:

Common European Transport System. Institutions that control the transport activities in Europe. Transport strategies. International multipartite and bipartite agreements ratified from the countries members of the European Union. Transeuropean transport network. Transport mobility and and passenger rights. Interaction and competition between different kinds of transport. Influence of the transport on the environment. Transport energy efficiency. Innovation strategies in transport.

Teaching and assessment:

Training is conducted by reading lectures and students self-work at home. Students get acquainted with the theoretical basis of the subject and with documents used in practice. Two written tests are administered during the term - on the 5th and on the 10th week of study. Term validation is givven in accordance with the internal rules of the University of Ruse. The final assesment is based on: results from the tests, regular seminar attendance and the impression that the student made with his work on the teacher during the term. Every student has a right to be informed about the review of his final work after its assesment.

3691 Professional Communication in the European Union in English II**ECTS credits:** 3**Weekly workload:** 5ps**Assessment:** continuous assessment**Type of exam:** oral and written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Prof. M. Kornazheva, Department of European Studies

Tel: +359 82 82 56 67; E-mail: brie-bg@ru.acad.bg

Abstract:

This subject unit is the second part of the two-unit module, included in the seventh and eighth semester of the curriculum of European Studies bachelor program. The unit aims at the development of competences for communication in the European Union as a future professional environment of the students and competences to identify appropriate information sources about the European Union.

Course content:

The content is logically structured to make students aware of the communication policy of the European Union; of the language policy of the European Union; of the Public Affairs and the practice of lobbying in the European Union. Students create data base of internet information sources on the public opinion about the European Union, on organized interest groups in the European Union, and on the topic of their bachelor dissertation.

Teaching, learning and assessment:

The methods of teaching and learning include practical exercises, tutorials, independent study, presentations, case studies, and access to relevant web sites. The involvement in the above mentioned formats of academic work enables students to improve both, their written and oral communication skills. The assessment is based on: attendance and contribution to the academic communications; report on the independent study; and performance within the written form of control.

3692 Professional Communication within the EU in German II**ECTS credits:** 3**Weekly workload:** 5 practice sessions**Assessment:** Continuous**Type of exam:** written and oral**Department involved:** Department of Eu Studies, Faculty of Business and Management**Lecturer:**

Principal Assistant-Professor Zoya Todorova, Department of EU Studies , Tel.:888/811;

E- mail: ztod@abv.bg

Abstract:

This course has the goal to continue building up the set of Professional competencies which can help the future bachelors in European Studies to communicate successfully if employed at EU institutions or take part in activities, linked with European integration.

Course Content

The course is based methodologically on linguistic pragmatics and revolves around EU and European Integration issues. It puts an emphasis on practical skills and knowledge on how to apply for and present European programmes, how to complete documents towards international projects. The individual work aims to activate students in applying theory into practice and train their skills for individual implementation of acquired knowledge and skills. The individual! work is a paper in which the students demonstrate their knowledge of how to describe a principle or an institution.

Teaching and assessment:

The course is conducted in the form of practice sessions based on the communicative and interactive principle. Both individual and teamwork are encouraged. During the semester students sit for one written test and are currently assessed for participation in seminars. The final ECTS grade is based on continuous assessment which includes seminar participation, the test result and the result from the individual work.

3693 English – VIII**ECTS credits:** 2**Weekly workload:** 3 practice sessions**Assessment:** Exam**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Principal assistant Lyudmila Yordanova Dicheva, Department of European Studies, tel. 888 811, e-mail: ldicheva@ecs.ru.acad.bg

Abstract:

English as a Second Language, semester eight, is a compulsory discipline included in the European Studies Degree Course Curriculum and is conducted within 10 weeks. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. The course should take students to upper intermediate level of language competence.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for upper intermediate level of language competence. Lexical units: Narrow escapes. The market place. Turning points. Grammar: is subjected to revising the material taken in the previous semesters. At the end of the seventh semester students must be able to cope with a variety of everyday situations, must be able to relate and summarize texts, must write formal and informal letters and understand television or radio information given by native speakers. Students should also be described as active and independent users of language and prepared to sit for a language exam at an upper intermediate level.

Teaching and assessment:

Teaching is by practice sessions. The ECTS grade for the eighth semester is formed on the basis of the current semester tests and oral performance at seminars, the ratio being 20% from a Final Exam- 80%.

3694 German – VIII (as a Second Language)**ECTS credits:** 2**Weekly Work load:** 3 practice sessions**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Principal Assistant-Professor Zoya Todorova Dimitrova, Department of European Studies, tel. 888 811 e-mail: ztod@abv.bg

Abstract:

German as a Second Language is a compulsory discipline included in the European Studies Degree Course Curriculum from the first semester. The goals of the course are in agreement with the Common European Framework, worked out by the Council of Europe, for learning, teaching and assessing foreign language communicative skills. The first semester students must cover 60 contact hours which prepares them towards the acquisition of language skills and competence at level B1 in the final semester of study according to the scale of the European Language Framework and allows them to sit for the Zertifikat Deutsch within the European Language Certificates system.

Course content:

The thematic content, the grammar progression, the lexical range and the amount of language skills satisfy the requirements for linguistic competence - level B1 within the European Language Framework. At the end of the course students must cope with situations such as : travelling, everyday, conversations and small talk; must be able to relate pleasant, amusing or unpleasant experiences; describe experiences, events; produce short texts on familiar topics; understand basic television or radio information when communicators speak slowly and clearly.

Teaching and assessment:

Emphasis is put on interactive approaches to foreign language teaching and learning. Students also acquire cultural competence necessary for effective intercultural communication. This involves the wide application of audio and video material and multimedia together with work on authentic texts and recordings. Teaching is by practice sessions. The ECTS grades are formed on the basis of the current semester tests and oral performance at seminars. At the end of the eighth semester students should be ready to sit for the European Language Certificate Exam, level B1.

3695 EU Agricultural Policy

ESTC credits: 2

Weekly work load: 3lec

Assessment: Assessment Through semester

Type of exam: written and oral

Department involved: Department of Agricultural Machinery, Faculty of Agriculture and Industry

Lecturers:

Assoc. Prof. Georgi Mitev, Dept. of Agricultural Machinery, tel. 888-610, E-mail: gmitev@ru.acad.bg

Abstract:

The course gives general knowledge and skills in EC Agricultural policy. The basic principles of common agricultural policy and some knowledge of tools and methods for governing of the agricultural policy are a prerequisite for a successful learning process. Students acquire the ability to look up, sort out, disseminate and transfer agricultural information. EC agricultural policy can have valuable contribution to the solution of practical problems – the diploma thesis being one of them.

Course content:

Subject matter and basic terms. Core issues of CAP. EC funds, ecological agriculture, renewable energy resources coming up from agriculture. Search in libraries, the Internet, through E-mail, telephone, other networks. Publishing, database and compression.

Teaching and assessment:

Teaching is by lecture. Extended treatment to the basic topics of Agricultural policy is treated by individual work. They are also meant to provide students with some practical skills in working on a computer and using agriculture –related software products. Assessment is based on open class discussion and written results throughout the semester.

3696 Competition Policy

ECTS credits: 2

Weekly workload: 3 lectures+0 seminars

Assessment: contemporary

Type of testing: written

Department involved: Department of European Studies, Faculty of Business and Management

Lecturers:

Assoc. Prof. Blagoy Vidin, PhD, Department of Public Law, Faculty of Law, phone: 888760

Pr.asist.prof. Emanuil Kolarov, PhD, Department of Public Law, Faculty of Law, phone: 888760,

e-mail: ekolarov@ru.acad.bg

Abstract:

This interdisciplinary course aims to acquaint students with the specific sphere of competence of the European Community – competition. As a logical continuity of previous courses from the plan of European Studies specialty this course puts the emphasis on the EC competition law aiming to develop further skills and knowledge in students on dealing with legal matters and regulations on this policy of the EU. Special accent is given to the implementation of this policy in Bulgaria after the accession to the EU.

Course content:

General part. Introduction to the competition policy: Subject of the course. Competition. Protection of free competition. Sources of the EC competition law. National sources of competition law. Principles of competition. European and national institutions for protection of free competition.

Special part. EU competition policy: Internal market and the competition. Rules on competition. Tax policy and competition. Approximation of laws in the field of competition policy. Protection of free competition in Bulgaria. Practice of the Court.

Teaching and assessment:

Teaching is by lectures on which a presentation of each topic will be provided by the lecturer. During sessions students work on basic texts on different problems of the competition policy and law. Students must be able alone to find out a legal basis for the activities of diverse actors within this special EU policy.

At the end of each part of the course assessment is provided in form of summarized test in which the students should be able to show not only theoretical competence but skills to interpret concrete legal situations. The final ECTS grade is based on the result of the tests and participation and attendance during classes.

Graduation Procedure

BA Thesis

ECTS credits: 10

Department involved: Department of European Studies, Faculty of Business and Management.

Abstract: The students in European Studies write a BA Thesis to be awarded a BA degree in European Studies. Final assessment is done by the State Examination Board appointed by the Rector of the University on proposal of the Department of European Studies. The Board assesses both the quality of the text of the BA Thesis and its oral presentation or defense before its members and interested in the procedure audience.

**UNDERGRADUATE
STUDIES
IN
INDUSTRIAL
MANAGEMENT**

**PROFESSIONAL STANDARDS
OF THE BACHELOR IN
INDUSTRIAL MANAGEMENT**

Degree course: **Industrial Management**
Professional field: **General Engineering**
Higher education field: **Technical Science**
Qualification Degree: **Bachelor**
Professional qualification: **Engineer-Manager**
Duration of study: **4 years (8 semesters)**

The general objective of the “Industrial Management” degree course is to develop highly qualified specialists, capable of planning, organising and managing the various activities on operational and tactical level in the field of manufacturing and services, taking into consideration the requirements of the globalising and dynamically changing market economy, the limited natural resources, the increasing competition and the necessity for rapid restructuring and integration of the Bulgarian economy in the common European market.

Key knowledge

The Bachelors in Industrial Management receive knowledge in several key areas, as follows:

- **Fundamental natural, mathematical and engineering knowledge:** mathematics and statistics, physics, chemistry, electrical engineering, material science, mechanics of materials, information systems and technologies, graphical representation of information.
- **Key engineering knowledge:** industrial manufacturing technologies and systems, industrial engineering, energy efficient sources and technologies, environmental science, sustainable regional development, metrology.
- **Key management knowledge:** law (trade, labour and social security), economics, planning, accounting and finance, general management, project management, innovations, human resources, marketing, enterprise diagnostics and analysis.
- **Specialised management knowledge in the areas of:** production, logistics, supply chains and inventory, material resources, conditions for industrial labour, quality of production.
- **Personal development and electives:** considerable volume of foreign language learning, business communications and public relations, European economic environment, and electives from all of the above areas.

General and specialized competencies

The graduates from the “Industrial Management” degree course acquire skills for organizing and managing the different fundamental activities and processes: planning and forecasting; development and management of business plans and projects, organisation and management of the production of goods and services, business negotiations, building and applying effective managerial structures and technologies, organizing and motivating the personnel, so that the company’s goals can be achieved.

Specifically, the graduates acquire competences, either individually or in teams to:

- Manage small and medium sized industrial enterprises or their structural units at operational and tactical level, including the effective use of material and energy resources.
- Design logistics technologies and systems and manage the logistics processes and supply chains in the economy, including the supply of materials and elements, finished goods distribution, reverse logistics flows, managing public procurement deals.
- Make market research and analysis.
- Manage the innovation activities in the organisations, including the use of the economic tools of the European Union.
- Apply management information systems.
- Design and manage the quality systems in the field of business.

Additional skills that could be acquired during the educational process include: professional correspondence in foreign language, adapting and developing of new management information programs, management of intellectual property and after sale services.

Employment opportunities

Industrial management graduates can work in the business sector and in public administration as managers of small and medium size enterprises and in the public administration as specialists in the departments of Production management, Logistics, Sales, Marketing, After sale services, Quality, Human Resources. The graduates can also work in consultancy companies, crediting departments of banks, and insurance companies.

CURRICULUM
of the degree course in
INDUSTRIAL MANAGEMENT

First year

Code	First semester	ECTS	Code	Second semester	ECTS
1557	Mathematics 1	6	1806	Mathematics 2	4
1623	Applied Physics	5	1808	Materials Science and Materials Technology	4
1636	Industrial Chemistry	4	1809	Graphical Information and Documentation	6
1646	Basics of Law and Trade Law	4	1813	Mechanics of Materials	4
1688	Economics	5	1814	Information Systems and Technologies 1 st part	5
1690	Introduction to the Degree Course	1	1815	Enterprise Economics	5
	A. Elective disciplines			B. Elective disciplines	
	Foreign language:			Foreign business language - 1:	
1692	English	5		French	2
1732	German	5		English	2
1740	French	5		German	2
Total for the semester:		30	Total for the semester:		30

Second year

Code	Third semester	ECTS	Code	Fourth semester	ECTS
1970	Quantitative Methods and Statistics	4	1994	Electronics	3
1975	Electrical Engineering	3	2002	Industrial Production Systems	5
1977	Industrial Production Technologies	5	2005	Management Information Systems	5
1978	Information Systems and Technologies 2 nd part	5	2006	Finances of Corporation	5
1986	Accounting of Corporation	5	2009	Production Management	7
1987	Fundamentals of Management	6	2010	Sustainable Regional Development	5
	C. Elective disciplines				
	Foreign business language - 2:				
1966	English	2			
1930	German	2			
1968	French	2			
Total for the semester:		30	Total for the semester:		30

Third year

Code	Fifth semester	ECTS	Code	Sixth semester	ECTS
2014	Communication in Business and Public Relations	4	2133	Metrology and Quality Management	6
2018	Industrial Engineering	5	2134	Labour and Insurance Law	4
2021	Logistic Technologies and Systems	5	2145	Management of Delivery Chains and Stocks	5
2025	Logistic Technologies and Systems– Course Project	2	2228	Management of Delivery Chains and Stocks – Course Project	2
2026	Marketing	5	2244	Innovation Management	7
	D. Elective disciplines (one to be chosen)		2245	Energy Effective Sources and Technologies	6
2030	Corporate Planning	5			
2031	Labour Economics	5			
	E. Elective disciplines (one to be chosen)				
2032	Technology of the Machine-building	4			
2033	Planning of Survival during Calamities and Accidents	4			
2034	Basis of Mechanical Engineering Design	4			
2131	Thermotechnics	4			
2132	Organization of the Design Activity	4			
	Total for the semester:	30		Total for the semester:	30

Fourth year

Code	Seventh semester	ECTS	Code	Eight semester	ECTS
2246	Ecology of the Industrial Production	5	2268	Business Diagnostics	6
2249	Management of the Material Resources	7	2273	Specialized Seminar in Industrial Management	5
2250	Management of the Human Resources	3		F. Elective disciplines (one to be chosen)	
2251	Management of Projects	6	2324	Business Games	4
2254	Management of the Industrial Labour	7	2352	European economic integration	4
2255	Basis of Graduation Defense - seminar	2	2353	Multimedia Systems and WEB Design	4
			2354	Systems for Quality Management	4
			2355	Service Management	4
			2356	International Business	4
			2357	Virtual Programming in MS Office	4
			2357	Self-preparation for the BA Thesis	5
				Defense of BA Thesis	10
	Total for the semester:	30		Total for the semester:	30

Total for the course of study : 240 ECTS credits

1557 Mathematics Part 1**ECTS credits:** 6**Weekly workload:** 2lec+2sem+ca**Assessment:** exam**Type of exam:** written**Department involved:** Department of Algebra and Geometry, Faculty of Education**Lecturers:**

Assoc. Prof. Petar Ivanov Rashkov, PhD, Dept. of Algebra and Geometry, tel: 888 - 848;

e-mail: tpeter@ami.ru.acad.bg

Principal Assistant Professor Dr. Jury Dimitrov Kandilarov, PhD, Dept. of Algebra and Geometry,

tel: 888 725, E-mail: ukandilarov@ru.acad.bg

Abstract:

The subject helps students to form basic notions about mathematical methods necessary to create models of economic phenomena. Several such simple models are considered. The subject lays the foundations for further studies of Physics, Mechanics, quantitative methods for exploring economic phenomena.

Course content:

Equations and inequalities. Systems of linear equations. Matrices and determiners. Matrix equations. Matrix games. Leontiev's static model. Vectors. Equations of lines. Numeric sequences and series. Simple and complex interest. Discount – description and methods. Annuity. Derivative. Application of the derivative in economics. Function elasticity - definition, elasticity of supply and demand; Indefinite integral - definition, methods of calculation.

Teaching and assessment:

The theoretical basis of the topics presented at lectures is acquired at seminars through solving problems; individual practicing and reinforcing is accomplished by weekly assignments. The student prepares a course assignment, which consists of solving computational and theoretical problems. Two written tests are administered and students with grades above 4.50 are exempt from an exam and their term mark is formed on the basis of an interview with the lecturer. Students are given 6 problems at the exam and they have to solve at least 3 to pass.

1623 Applied Physics**ECTS credits:** 5**Weekly classes:** 2 lec + 0 s + 2 labs**Assessment:** exam**Type of exam:** written**Department involved:** Department of Physics, Faculty of Electrical Engineering, Electronics and Automation**Lecturer:**

Assoc. Prof. Dr. Galina Zaharieva Krumova, Department of Physics, tel. 888 215, 218, 584;

e-mail: gal@ru.acad.bg

Abstract:

As a fundamental science Physics is of great significance for the formation of modern man's outlook of the world. The Applied Physics course under consideration is useful also with a view to the specificity of the nature of Industrial management. The goal is to acquaint students with the basic achievements of classical and modern Physics and their practical applications. The complexity level is in accordance with the expected minimum of Physics and Mathematics basic knowledge.

Course content:

Thermodynamics, Electricity and Magnetism, Wave Motion, Optics, Quantum Optics, Atomic and Nuclear Physics. Special attention is paid to metrology, operation and control devices, ecological problems, etc.

Teaching and assessment:

During the lectures appropriate technical means, mainly video films are used. The laboratory classes imply a preliminary examination test, brief theoretical explanations and experimental directions and supervised experimental work. The semester results are added to the individual problem solution grade. The examination includes a written answer of two lecture questions (plus one question on the laboratory exercises) and a subsequent discussion.

1636 Industrial chemistry**ECTS credits:** 4**Weekly workload:** 2 lec + 1 Labs + P**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Repair, Reliability and Chemical Technologies, Agro-Industrial Faculty**Lecturer:**

Assoc. Prof. Petar Vassilev Kopchev, PhD, Department of Repair, Reliability and Chemical Technologies, phone: 888/ 228, 459, chimia@ru.acad.bg

Abstract:

The course helps student form basic notions about the structure of materials and substances, the properties of metals and alloys, corrosion, electrochemical phenomena and processes and their application in technology; properties and application of lubricating oils and greases, cooling fluids, polymers.

Course content:

Structure of substances; Metals; Corrosion and corrosion prevention; Electrochemistry; Polymers and plastics; Oils and lubricants; Greases; Cooling fluids and antifreezing agents.

Teaching and assessment:

The material presented at lectures is exemplified and clarified during laboratory classes; the aim is to provide students with a hand-on laboratory experience on the covered topics. At the beginning of the laboratory class the students, divided into groups of four, are acquainted with the objectives of the exercise and the methodology of teaching and practicing. The lecturer assists students with their work and helps them summarize the achieved results. Students have to keep a diary about the tasks performed during laboratories; they are expected to enter the achieved and summarized results regularly and in accordance with the requirements. Continuous assessment is carried out.

1646 Basics of Law and Trade Law**ECTS credits:** 4**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Civil Law, Faculty of Law**Lecturers:**

Prof. G. Stefanov, J. D., Dept. of Civil Law, tel: 888-721

Assistant Prof. Ivo Guchkov, Dept. of Civil Law, tel: 888-721

Abstract:

The Basics of Law course aims to acquaint students with the subject matter, functions, method and approach of the general theory of law, the state - law relations, the sources of law, subjective law and judicial norms in the main branches of law, their action, interpreting and meaning, legal bodies, legal facts and objects, rise and development of relations between traders, public law relations between the state and subjects - persons and legal bodies.

Course content:

The course can structurally be subdivided into three separate sections, each of which includes questions clarifying what is typical and specific about the different types of arising judicial relationships. More precisely, the course includes: The forms of and theories about the origins of law. Main judicial systems. The nature and structure of law. The law and the state. Legal facts. Legal subjects. Structure of the legal norm. Notion, system and main principles of civil law. Types of legal norms and their action. Civil law interpretation. Notion of private law and legal obligation and types of individual rights. Notion of trader and acquiring trader's quality. Trade transactions and declaring bankruptcy. Origins of the constitution, main rights of a person and citizen. Tax and administrative law - peculiarities.

Teaching and assessment:

The lecture topics enable students to get acquainted with basic regulatory acts in the field of law and its branches; to interpret and analyse legal norms; to compare at theoretical level the separate judicial bodies and institutions. In the course of study, the lecturers emphasise on the specifics of property and contractual law. Students are expected to come to class prepared on topics assigned in advance. Discussions are held, main aspects are highlighted and the preparation is assessed during the lesson. The exam implies students answering two questions in writing, elaborating on them afterwards, answering additional questions from the course content, which the examiner may decide to ask, and the examiner assesses the degree to which the material has been acquired. In awarding the grade the examiner takes into account the student's performance at seminars.

1688 Economics

ECTS credits: 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** write and oral**Responsible department:** Department of Business and Management, Faculty of Business and management**Lecturers:**

Assoc. Prof. Emil Trifonov, PhD, Department of Economics, tell: 888-851, e-mail: e_trifonov@abv.bg

Abstract:

The Economics course is a fundamental economic discipline, dealing with common bases and problems of the modern economy at micro and macro level. It gives knowledge of the functioning of the economic system and tools for micro-and macroeconomic analysis and is a basis for training in all subsequent economic courses. Thus course forms economic thinking and ensures acquisition of skills for proper guidance and independent choice in the market environment. With these qualities it is an essential element in any economics education of academic nature.

Course content:

Essence of economic science. Measuring economic activity: turnover of income products. Production of goods and services. Cost and revenue of the company. Market and the market mechanism. Elasticity of supply and demand. Competition and market behaviour. Economic systems and market forces. Competition and market behaviour. Pricing and revenue production. Market economy, money supply and banks. State interference in the economy. Macroeconomic policy and economic theory. Management of the economy (fiscal and monetary policy). Currency and exchange-rate mechanism. Policy and international exchanges.

Teaching and assessment:

Teaching is done through lectures, seminars and controlled research tasks. The lecture presents the key issues of the discipline illustrated with appropriate examples from economic reality in Bulgaria. The seminars are based on the lecture material and synchronized with it. The application of tests, tasks and cases deepens the acquisition of the lecture material. Students are given individual assignments under the supervision of the course leader. The course ends with a written examination in the form of test questions. The final assessment of students is based on the average results from the submitted individual assignment, two current tests and the exam results.

1690 Introduction into the Degree Course

ECTS credits: 1**Weekly workload:** 1lec**Assessment:** Colloquium**Type of exam:** written**Department involved:** Department of Industrial Management, Faculty of Business and Management**Lecturers:** Assoc. Prof. Ivan Mitev, PhD, Dept. of Industrial Management,

tel. 888-521, e-mail: ichmitev@ru.acad.bg

Assoc. Prof. Stoyan Madzharov, PhD, Dept. of Industrial Management,

tel. 888-495, e-mail: smadzharov@ru.acad.bg

Assist. Prof. Nikolay Kolev, Dept. of Industrial Management,

tel. 888-495, e-mail: nkolev@ru.acad.bg

Abstract:

Introduction to the Degree Course is a compulsory class for the bachelor in Industrial Management. This course has the objective to acquaint students with the opportunities and perspectives for their future careers after obtaining the bachelor degree of "Engineer-Manager". It also provides information about the different university educational structures, the contents of the degree course programme, the organisation of the educational process, the rights and duties of students. Information on the possibilities for individual choice of courses and accessible information sources is also provided.

Course content

Opportunities for professional career of the graduates from the "Industrial Management" degree course. A three stage educational process. Trends in higher education. Organisational structure of the university. The Industrial Management degree course - curriculum. Module courses. Forms of control. Individual assignments. Student's responsibilities and rights. National and university regulations for students. Library and internet facilities.

Teaching and assessment

All informational and educational data is presented during lecture hours. Visual aids are used throughout the course. The course is considered valid if the students have attended more than 50% of classes. The course control is accomplished by means of written test. All students that have scored at least 50% on the test receive a "Pass" grade.

1692 English Part I / 1732 German Part I / 1740 French Part I**ECTS credits :** 5**Weekly workload :** 0L+0S+0Lab+6P+CA**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of Foreign Languages, Faculty of Law**Lecturers:**

English: Senior Lecturer Pencho Konstantinov Kamburov, Dept. of Foreign Languages,

E-mail: pkamburov@ecs.ru.acad.bg

German: Senior Lecturer Sergey Bartenev, Dept. of Foreign Languages;

E-mail: sbartenev@ecs.ru.acad.bg

French: Senior Lecturer Roumyana Ivanova Milanova, Dept of Foreign Languages;

E-mail: rmivanova@ecs.ru.acad.bg

Abstract:

Foreign language Part 1 aims to provide communicative competence in English, German or French in the area of the major subjects studied and the future job. The teaching objectives comprise the development of reading comprehension skills to handle specialised texts and the acquisition of communication skills to interact successfully in professional settings and everyday situations.

Course content:

Communications in business. Benefits of learning other languages, Phone calls. Letters, faxes, e-mails. Applying for a job. Producing a CV and a covering letter. Employment. Changing economies. Free trade. Dealing with customer calls. Import and Export. Marketing sportswear brands. Supply chain. Changing customer behaviour.

Teaching and assessment:

To acquire the necessary language knowledge and to develop skills in using the language as a means of communication, a wide range of authentic and specially constructed texts (articles, diagrams and tables, brochures and catalogues, etc.), as well as audio, video, and multimedia materials are used. In class students participate in role plays, business simulation games, pair and group activities and they are instructed how to work on their own on their course assignment in the form of a presentation. Continuous assessment is based on two written tests, oral testing and the performance of the presentation.

1806 Mathematics Part 2**ECTS credits:** 4**Weekly workload:** 2lec+2sem+1ca**Assessment:** exam**Type of exam:** written**Department involved:** Department of Algebra and Geometry, Faculty of Science and Education**Lecturers:**

Assoc. Prof. Petar Ivanov Rashkov, PhD, Dept. of Algebra and Geometry, tel: No 888 - 848;

E-mail: tpeter@ami.ru.acad.bg

Principal Assistant Dr. Jury Dimitrov Kandilarov, PhD, Dept. of Algebra and Geometry,

tel: 888 725, E-mail: ukandilarov@ru.acad.bg

Abstract:

The subject continues to assist students in forming general notions about mathematical methods which are used to model economic phenomena. A number of such models are considered. Together with Mathematics Part 1, the subject is a prerequisite for further studies of quantitative methods for exploring economic phenomena.

Course content:

Definite integral - definition, geometric meaning, calculation; Application of the definite integral in economics. A function of two variables. Extreme with and without constraints. Lagrange multipliers. Multiple integrals. Power series. power series in economic models. Differential equations. Ordinary differential equations (ODE) of the first order. Linear ODE of the second order with constant coefficients. Mathematical models of economic phenomena based on the use of ODE. Difference equations and their application in Economics. Interpolation. Least squares method. Theory of sets. Counting. Permutations. Combinations. Theory of Graphs.

Teaching and assessment:

The theoretical basis of the topics presented at lectures is acquired at seminars through solving problems and the individual practicing and reinforcing is accomplished by weekly assignments. A course assignment on some theoretical and real problems is included. Two written tests are administered and students with grades above 4.50 are exempt from an exam and their term mark is formed on the basis of an interview with the lecturer. Students are given 8 problems at the exam and they have to solve at least 3 to pass.

1808 Materials science and Materials Technology**ECTS credits:** 4**Workload per week:** 2lec + 2labs**Assessment:** Exam**Type of exam:** Written**Responsible department:** Department of Materials & Manufacturing Engineering (M&ME), Faculty of Mechanical and Manufacturing Engineering (FMME)**Lecturers:**

Assoc.Prof. Diana Vasileva Tzaneva, MSc (Chemistry), PhD, Dept. of M&ME, tel. 888 307,

E-mail: dvc@ru.acad.bg.

Abstract:

The discipline is devoted to the metal and non-metal technical materials. The course is based on the relationships among the structure, composition and properties of the materials and the methods of their measuring. The course gives knowledge necessary to a correct choice of material for a concrete application and to methods of materials control. The discipline is a grounding in "Industrial manufacturing technologies and systems", "Energy sources and technologies", "Ecology of the industrial manufacture", "Manufacturing engineering" etc.

Course content:

Classification of the materials. Structure and methods for its investigation. Imperfections of the crystal structure and their influence on the material properties. Ferrous and non-ferrous metals and alloys – irons; steels; copper-, aluminum- and titanium-based alloys. Corrosion of the metals and their protection. Ceramics. Technical polymers. Composites. Fuels and oils. Advanced materials.

Teaching and assessment:

The lectures are illustrated by overhead projector. The laboratory exercises are devoted to: analysis of the composition; mechanical properties in reference to the technological properties of the alloys; ceramics and ceramic-based composites. Two times during the semester control tests are carried out and the results are taken into account during the examination. Every student writes an individual course work which contributes the final ECTS grade.

1809 Graphical Information and Documentation**ECTScredits:** 6**Weekly workload:** 2 lec + 3 ps+ ca**Assessment:** continuous assessment**Type of exam:** written**Departments involved:** Dept of Engineering Graphics**Lecturers:**

Assoc. Prof. Eng. Rumiana Miteva, PhD, Dept. of Industrial Management, tel: 888 491, 888 521,

E-mail: miteva@ru.acad.bg

Abstract:

The course is designed to introduce students of Industrial Management to the basic principles of interpretation and construction of graphical representation of information. It focuses on the rules of analysis, control and evaluation of construction drawings and specifications, constructed according to international standards. It is a prerequisite for all subjects where an ability to interpret and present graphical information is essential.

Course content:

Graphical representation of products in technical documentation; Types of drawings, diagrams, tables, etc.; Methods of constructing a drawing; Perspective view, Axonometric, Monje's projection; Standard views in drawings: elevations, vertical and cross-sections, auxiliary projections, etc.; Dimensioning rules, roughness, etc.; Symbols used in mechanical and civil engineering drawings, maps, plans, etc.

Teaching and assessment:

The course is taught by using a combination of lectures and practice sessions. Lectures are designed to introduce students into the theoretical fundamentals of engineering graphics and are supplemented by different kinds of visual aids. In practice sessions, students are actively involved in constructing and analyzing drawings and representations of various elements and products. Students are assigned a course project which has to be submitted and defended in a written form at the end of the term. Every week the progress on the project is monitored and assessed. The term is considered validated if the classes have been attended regularly and the project has been handed in promptly. The course includes two semester tests and a course project which are taken into consideration for the final ECTS grade.

1813 Mechanics of Materials

ECTS credits: 4

Weekly workload: 2 lec + 1 labs

Assessment: exam

Exam type: written

Departments involved: Dep. of Engineering Mechanics, Faculty of Mech. and Manufacturing Engineering

Lecturer: Assoc. prof. Dr. Ivelin Ivanov, tel. 888 224, e-mail: ivivanov@ru.acad.bg ;

Abstract:

The forces acting on solids and the behavior of the material under the action is studied in the Mechanics of Materials. The basic loadings of solids and their elastic behavior is considered. The students get acquainted with the testing of materials and their behavior not only in the elastic, but also in the plastic condition and the possibility of plastic processing. The mechanics of fracture and material fatigue is considered also.

Course content:

Statics. Equilibrium of forces. Kinematics. Dynamics. Work, energy, and power. Internal forces, stress, and strain. Tension-compression. Testing of materials. Plastic and brittle materials. Compound bar and fiber reinforced composites. The effect of temperature and time on the behavior of materials under loading. Shear and torsion. Bending. Stiffeners and corrugation for bending. Sandwich panels and composite laminates. Mechanics of fracture and fatigue of material.

Teaching and assessment:

The theoretical basis of the course is elucidated in lectures with minimal mathematics. The assertions are illustrated by examples, which makes the students understand more easily the material and to realize better the laboratory exercises. The conclusions about material behavior drawn in the lectures are demonstrated in the laboratory exercises. The final ECTS grade is the average from the exam results and the semester work.

1814 Information Systems and Technologies – part 1

ECTS credits: 5

Weekly workload: 1 lec + 3 labs

Assessment: continuous assessment

Type of examination: test

Department involved: Dept. of Informatics and Information Technologies, Faculty of Business and Management

Lecturers:

Assoc.prof. Petar Sigalov, Ph.D., Dept. of Informatics and Information Technologies,
tel. +359 82 888 470, E-mail sigalov@ami.ru.acad.bg

Principal assistant prof. Magdalena Andreeva, Dept. of Informatics and Information Technologies,
tel. +359 82 888 470 E-mail magie@ami.ru.acad.bg

Abstract:

The course objective is students to get familiar with computers as technical facilities, and with software products which are most frequently used such as operation systems, text processing systems, data table processing systems, data bases, information systems, artificial intelligence systems, computer graphics systems, automated computer aided design systems. The aim of the lab sessions is students to work with computers in practice using the most regularly applied program systems, i.e. Windows, Word, Excel, MS Power Point.

Course content:

Basic topics: Brief history of computer development; Main features of computer generations; Classification of computers; Central processing units; RAM; Data presentation in computers; Program execution, Computer networks; Operation systems – functions and tasks, components, classification, well-known operation systems; Operation systems with graphical interface; Text processing systems in substance, destination, possibilities, well-known text processing systems; Presentation systems – general features and possibilities, MS Power Point – possibilities and basic applications; Electronic tables in substance, destination, working with e-tables, built-in functions, formulae, well-known e-table; Computer graphics systems; CAD/CAM systems; MS Visio and AutoCAD systems.

Teaching and assessment:

The discipline is conducted through lectures, lab sessions and extra curricular work. Students have to prepare themselves in advance for the lab sessions by studying the material taught at lectures, as well as by revising previous lab sessions. Each student has to develop a course assignment including two tasks during their curricular work. Assessment is continuous.

1815 Enterprise Economics**ECTS credits:** 5**Weekly workload:** 2lec + 2sem+ p**Knowledge Testing Mode:** examination**Examination Mode:** written**Methodic Direction:** Department of Economics, Faculty of Business and Management**Lecturers:**

Ass.Prof. George Emiloff Valchev, Ph.D., Department of Economics, phone: 888 557,
e-mail: gvalchev@ru.acad.bg

Abstract:

The purpose for the students' tuition in "Enterprise Economics" is the formation of knowledge and skills for correct and exact market economic appraisal of the processes and occurrences in a particular business environment by means of modern methods and approaches application. The expected results from studying the discipline reduce to assimilation of the market economy tools at enterprise level and their practical application in a particular business situation. Admission relations in studying "Enterprise Economics" are obtained by fundamental disciplines as "Microeconomics", "Macroeconomics", "Enterprise Accounting" and "Marketing". The discipline "Enterprise Economics" has indisputable meaning for studying "Production Organization and Management", "International Business Operations" and "Project Management".

Course content:

Introduction to Enterprise Economics. Enterprise Business Planning. Innovations and Investments. Business Financial Scheme. Factors of the Production Process. Prices and Pricing. Profit and Profitableness. Enterprise Financial Planning. Budgeting of the Enterprise Activity.

Teaching and assessment:

The lectures are orally provided, as the analysis of particular theoretic – methodological problems is illustrated by didactic materials. The seminars reduce to independently solving of particular cases and tasks. The active form of tuition in "Enterprise Economics" is an assignment which object is submitted in the first week of the course. The volume of the paper must be about 20 – 25 standard pages. The final date when the assignments have to be delivered is the end of the term. Countersign in the discipline is given to students that have been regularly present at the lectures and seminars, and have delivered self-elaborated assignment. The tuition in "Enterprise Economics" concludes with a written examination on two questions from the discipline questionnaire. The final assessment of students is formed by the results of the written examination and the assignment.

1930 Business English Part I /1966 Business German Part I / 1968 Business French Part I**ECTS credits:** 2**Weekly workload :** 2ps**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Foreign Languages, Faculty of Law**Lecturers:**

English: Senior Lecturer Pencho Konstantinov Kamburov, Dept. of Foreign Languages,

E-mail: pkamburov@ecs.ru.acad.bg

German: Senior Lecturer Sergey Vasilev Bartenev, Dept. of Foreign Languages ; tel: 888 824;

E-mail: sbartenev@ecs.ru.acad.bg

French: Senior Lecturer Roumyana Ivanova Milanova, Dept of Foreign Languages;

E-mail: rmivanova@ecs.ru.acad.bg

Abstract:

Business Foreign language Part 1 aims to heighten the communicative competence in the area of the subject and the future job. The teaching objectives comprise the development of reading and listening comprehension skills to handle specialised texts and the acquisition of communicative skills to interact successfully in professional settings and everyday situations.

Course content:

Competition, Innovations, Money, Negotiations

Teaching and assessment:

To increase the language knowledge and to develop skills in using the language as a means of communication, a wide range of authentic and specially constructed texts (articles, diagrams and tables, brochures, etc.), as well as audio , video, and multimedia materials are used. In class students participate in role plays, business simulation games, pair and group activities and they are encouraged to do some work on their own on in the form of a business-oriented text translation. Continuous assessment is based on two written tests, oral testing and the quality of the translation done.

1970 Quantitative Methods and Statistics

ECTS credits: 4

Workload per week: 2lec + 2sem

Assessment: exam

Type of exam : written

Department(s) involved:

Dept. of Numerical Analysis and Statistics, Dept. of Natural Sciences and Education

Lecturers:

Abstract:

The subject aim is to make students acquainted with basic mathematical and statistical approaches for solving, analyzing and interpretation problems that arise in economics management. The character of this course is markedly applied. The material is presented within the capacity of students who are not that skilled in mathematics. All the discussed examples and problems have their economics applications near the practice. The course is relevant to analogous ones in other Bulgarian and leading foreign universities.

Course content:

Introduction into mathematical modelling. General formulation of the linear programming problem (LPP). Working out linear programming models. Linear vector spaces. Systems of n linear equations with m unknowns (LSE). Properties of the LSE solutions. Graphic method for solving LPP. Simplex Method. Duality in linear programming. The transportation problem. Goal programming. Integer programming. Network analysis, including PERT-CPM. Introduction to applied statistics. Elements of queuing theory.

Teaching and assessment:

The teaching process is realized through lectures and seminar exercises. Topics discussed during lectures are to be illustrated and given meaning additionally through seminar exercises. Each student receives an individual course assignment. During the semester there are provided two tests, each 90 minutes long. Final mark is formed on the base of those tests and the final written exam. Papers' marking uses a points-system. It is allowed a student to receive a final mark without sitting for an exam ("be exempt from an examination") in case the marks on the both tests are not less than "good(4)".

1975Electrical Engineering

ECTS credits: 3

Weekly workload: 2 lec + p

Assessment: exam

Type of exam: written

Department involved: Dep. of Theoretical and Measuring Electrotechnics, Fac. of Electrotechnical Engineering, Electronics and Automatics

Lecturers:

Assoc. prof. Svilena VasilevaTodorova, PhD, tel. 888 224, e-mail: svito@ru.acad.bg

Pr. assistant prof. Docho Rusev Ivanov, tel. 888 501

Abstract:

The subject "Electrical Engineering" is a part of the curriculum for the bachelor degree of the specialty "Industrial management". The aim of the course is the students to get knowledge in the fields of Theoretical Electrotechnics, Electrical Measuring of Electrical and Non-electrical Quantities and Electrical Mashines. It is necessary the students to have preliminarily knowledge on the courses of "Physics" and "Mathematics". The knowledge on the "Electrical Engineering" is used when learning "Energy supplies and technologies", "Energy Effectivity in the industry" and when preparing the graduation work.

Course content:

Important magnitudes of the electrical circuits. Main laws. Voltage- and current sources, resistors, condensors, inductive coils. Magnetic circuits. Alternative current circuits: analyses, resonances, powers. Three-phase electrical circuits. Electrical measurements - methods; structure diagrams and metrological characterizations of the measuring devices; measuring transformers, digital measuring devices; electrical measuring of electrical and non-electrical quantities. Direct-current mashines; transformers, alternative-current mashines.

Teaching and assessment:

The teaching process is divided into lectures and laboratory classes. An active and regular participation in the learning process is required for semester passing approval. There is a test control on basic topics in the beginning of the laboratory classes, which could be either written or oral, having a 10-15-minute duration. Students can get to 5 points for their presentation during the lectures, to 5 points for the results of their work on the semester paper, to 10 points for their work in the laboratory and to 80 points for their exam presentation. The common number of points is to be turned into 6 – ball mark. If a supplementary examination is to be given, the points from the semester work are not valid.

1978 Information Systems and Technologies, part II**ECTS credits:** 5**Weekly workload:** 1lecL + 3ps +ca**Assessment:** Continuous assessment**Type of exam:** written test**Department involvement:** Department Informatics and Information Technology**Lecturers:**

Assoc.Prof. Margarita Teodosieva, PhD, dep. IIM, tel.:888464 mst@ami.ru.acad.bg

Assoc. prof. Aleksandar Petkov Petkov. Business and Management, tel.:888776, apetkov@ru.acad.bg

Abstract:

Target of the lectures is to present to the students the contemporary information systems and technologies, which are used in business. In the practical exercises the students works and acquires practical knowledge in using business application software: Excel, Docman, Microinvest, Access.

Course content:

Subject and main characteristics of the information systems and technologies. Nature and characteristics of the business information. Information technology in administration. Information technology in planning and budgeting. Application software for optimization of the economics tasks. Application software for automation of the finance and accounting. Data base with business information.

Teaching and assessment:

Lectures involved students in the subject of the module – they describe the questions and specific characteristics of the business application software. Practical exercises are proceeding in a computer lab and include practical tasks which are completed by the students with help of the assistant. At the end of the semester the assistant gives the marks for each student. The individual work required to the students to show that they can work alone with the application software and presented technologies. They also are estimated. A test will be used at the end of the semester to estimate the theoretical knowledge acquired. The final mark is calculated as an average of the test mark, the mark for the practical exercises, and the mark for the individual work content and presentation.

1986 Company Accounting**ECTS credits:** 5**Weekly workload:** 2L+2S+0Lab+0P+CA**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Yordanka Velcheva

Abstract:

The subject aims at introducing the students to the methodology applied in accounting in different branches; to give them knowledge about the information created by this system and about how it can be used in managing economic processes, resulting from them. Thus it furthers the knowledge taught through the other economic and managerial subjects.

Course content:

The methods used in accounting are interpreted on a broad economic basis to give a true idea of the property and financial status of the enterprise and of the processes occurring in it as well as the results achieved. Other examined issues are information about management of capital and other sources of funding; fixed assets and current assets; supply, production and sales; forming and distribution of financial results; relations with the budget and other agents of economic activity. The possibilities to use and analyze the accounting information, controlling and regulating the economic processes and the results of the company activity are also given profound consideration.

Teaching and assessment:

They are in conformity with the necessity to provide personnel that can examine in depth the current problems and offer solutions ahead of time. In accordance with this the lectures are at a high theoretical level. The importance and need are recognized to materialize the power of knowledge and to turn abstract opportunities into reality. We use widely the system of exercises on concrete objects and situations taken directly from practice. A course project is done in which the students demonstrate their abilities to use the company information to analyze its achievements on concrete economic factors.

1987 Fundamentals of Management**ECTS credits:** 6**Weekly workload:** 3lec + 2sem + p.**Assessment:** test**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Vasil Penchev, PhD, Department of Industrial Management, tel. 888-851;

E-mail: vpenchev@ru.acad.bg

Assistant professor Miglena Pencheva, Department of Business and Management, tel. 888-431

E-mail: mpencheva@ru.acad.bg

Abstract:

The course aims to provide students with basic managerial knowledge and skills. The teaching material is designed in accordance with the contemporary concepts in the theory of management by following the functional principles. This provides a basis for dividing the course syllabus into 4 main parts. The course builds on knowledge and skills acquired in Economics, Information Systems and Technologies, Quantitative Methods and Statistics and is a prerequisite for Managerial Information Systems, Production Management, Business Communications and Public Relations, Business planning, Innovation Management, Human Resource Management, Project Management, etc. as well as the diploma theses.

Course Content:

The course includes the following chapters: Management – theory and practice; Planning; Organizing; Directing; Controlling.

Teaching and assessment:

Besides the traditional teaching methods at lectures, slides, etc. are also intended to be used. Appropriate examples clarify the subject matter of the lectures. The seminars and the lectures are organized in parallel. Students are expected to be acquainted with the previous lecture material before each seminar. The seminar teacher carries out a continuous assessment and gives an average mark for the term based on the overall student's participation during classes and the results from the assignment. There is a particular emphasis on the practical application of the methods taught throughout the course. The overall performance during the term is considered when forming the final mark.

1966 Business English Part II / 1930 Business German Part II /1968 Business French Part II**ECTS credits:** 2**Weekly workload:** 2ps**Assessment:** continuous assessment**Department involved:** Department of Foreign Languages, Faculty of Law**Lecturers:**

English: Senior Lecturer Pencho Konstantinov Kamburov, Dept. of Foreign Languages,

E-mail: pkamburov@ecs.ru.acad.bg

German: Senior Lecturer Sergey Vasilev Bartenev, Dept. of Foreign Languages ; tel: 888 824;

E-mail: sbartenev@ecs.ru.acad.bg

French: Senior Lecturer Roumyana Ivanova Milanova, Dept of Foreign Languages;

E-mail: rmivanova@ecs.ru.acad.bg

Abstract:

Business Foreign language Part 2 aims to heighten the communicative competence in the area of the subject and the future job. The teaching objectives comprise the development of reading and listening comprehension skills to handle specialised texts and the acquisition of communicative skills to interact successfully in professional settings and everyday situations.

Course content:

Market research, Investments, Business ethics

Teaching and assessment:

To increase the language knowledge and to develop skills in using the language as a means of communication, a wide range of authentic and specially constructed texts (articles, diagrams and tables, brochures, etc.), as well as audio, video, and multimedia materials are used. In class students participate in role plays, business simulation games, pair and group activities and they are encouraged to do some work on their own on in the form of a business-oriented text translation. Continuous assessment is based on two written tests, oral testing and the quality of the translation done.

1994Electronics**ECTS credits:** 3**Week load:** 2 lec + 1 labs + ca**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Dep. of Theoretical and Measuring Electrotechnics, fac. of Electrotechnical Engineering, Electronics and Automatics**Lecturer:** A

Assoc. prof. Svilena VasilevaTodorova, PhD, tel. 888 224, e-mail: svito@ru.acad.bg

Abstract:

The course in Electronics is a part of the curriculum for the bachelor degree in Industrial Management. The aim of the course is to give students basic knowledge in the field of Electronics. It is necessary for the students to have preliminarily knowledge from the courses in Physics, Mathematics and Electrical Engineering. The knowledge of Electronics is necessary to apply for courses such as Energy supplies and Technologies, Energy Effectiveness in Industry and for the preparation of the BA Thesis..

Course description:

Electronic Devices: Diodes, Thyristors, Transistors, Integral Circuits. Analogue Semiconductor Networks: Rectifiers, Amplifiers, Operational Amplifiers. Digital Networks: Combinational and Sequential Networks. Transistor switches, Multivibrators, Flip-flops.

Technology of teaching:

The teaching process is divided into lectures and laboratory sessions. They have to work on a course assignment. An active and regular participation in the learning process is required if the student wants to have a passing grade. The students go through a continuous assessment procedure. They do 3 semester 45-minutes and several 10-minutes tests. Students can get up to 5 points for their presentation during the lectures, up to 5 points for the results from their work on the course assignment, up to 10 points for their work in the laboratory, up to 5 points for their results from the 10-minutes tests and up to 75 points for their semester tests presentation (25 points for every test). The accumulated number of points should give the basis of the student final ECTS grade. (According to the Bulgarian assessment scale 6 is the highest passing grade and 2- the lowest. If the student goes to a Re-sit Session the number of accumulated points is lost and invalid.

2002 Industrial Production Systems**ECTS credits:** 5**Weekly classes:** 2lrc+1ps+ cw**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Machine-Building Technology and Cutting Machine, Faculty of Mechanical and Manufacturing Engineering**Lecturers:**

Assoc. Prof. Dr. Eng. Miroslav Stanchev Penchev, Dept. MBTCM; tel. 888-683

E-mail : mpenchev@ru.acad.bg

Assist. Prof.. Ivanka Vasileta Peeva, MEng, Dept. MBTCM; tel. 888-712

E-mail : ipeeva@manuf.ru.acad.bg

Abstract:

The subject gives the basic concepts on building and exploitation of production systems in industry. Flow and automatic production lines including flexible manufacturing systems (FMS) are treated. For this purpose it is necessary the students to be introduced in industrial robots, machines and accessory equipment for FMS. Special attention is paid to basic manufacturing subsystems for different branches of industry, to application of computer integrated manufactures(CIM) and intelligent production systems.

Course contents:

Manufacture organization. Structure and composition of industrial production systems. Analysis and building of the systems – main problems, mathematical support, choice of optimal machine structure in order to ensure definite reliability. Automated lines in large-scale production. Industrial robots and robotization in industrial production systems. Flexible automated production systems in branch production. Manufacturing and assembly subsystems. Testing and diagnostic systems. Transport and store subsystems. Computer integrated manufacturing systems. Influence of operator-human on a production system. Trends and perspectives in development of industrial production systems.

Teaching and assessment:

Teaching is through lectures, practical sessions and controlled self-prepared course assignment. Lectures discuss and introduce the major issues on Industrial Production Systems using multimedia and other visualization facilities. Students can use laboratory guides for their practice sessions.. Some kinds of experimental equipment, including industrial robots, educational technological modules, special facilities for investigations in educational laboratory in CIM are used. A Grading Numerical system for overall students' knowledge evaluation is developed. The final grade is formed on the basis of the results from all course activities.

2005 Management Information Systems

ECTS credits: 5

Weekly workload: 2 lec + 2 ps + ca

Assessment: Current assessment

Type of exam: written test

Department involved: Department of Business and Management, Faculty of BM

Lecturer:

Assoc. prof. Aleksandar Petkov Petkov, Department of Business and Management,
tel.:888776, apetkov@ru.acad.bg

Pr. Assist. Prof. Anton Nedyalkov Nedyalkov, Department of Business and Management,
tel.:888520 E-mail: anedyalkov@ecs.ru.acad.bg

Abstract:

The course is building the information culture of the future specialists in area of industrial management and cover in depth problems of Information systems and technologies. The students study the contemporary management information systems. It is required students to have knowledge about functional characteristics of the computers, basic software, management principles and financial management. Acquired knowledge and skills will be useful in future work of the students as managers.

Course content:

Information systems and technologies in business. Analyze of the information system. Management information system in business organizations. Data base for management information systems. Marketing information system. Manufacturing information system. Finance information system. Human resource information system. Decision support information system. Executive information system. Enterprise resource planning and management system. Information management.

Teaching and assessment:

Course teaching is organized by lectures and practical exercises. The lectures are presenting basic principles and specific characteristics of management information systems and technologies. The practical exercises are organized in a computer lab. The students must be prepared in advance by learning the lectures and handouts presented in the course's WEB site. The controlled individual work will be defined during the first week of the semester and must be completed to the last week of the semester.

2006 Corporate Finance

ECTS credits: 5

Weekly workload: 2lec+2sem+ca

Assessment: exam

Type of exam: written and oral

Department involved: Department of Economics, Faculty of Business and Management

Lecturers:

Assoc. Prof. V. Zahariev

Abstract:

The subject aims at introducing the students to the methodology applied in accounting in different branches; to give them knowledge about the information created by this system and about how it can be used in managing economic processes, resulting from them. Thus it furthers the knowledge taught through the other economic and managerial subjects.

Course content:

The methods used in accounting are interpreted on a broad economic basis to give a true idea of the property and financial status of the enterprise and of the processes occurring in it as well as the results achieved. Other examined issues are information about management of capital and other sources of funding; fixed assets and current assets; supply, production and sales; forming and distribution of financial results; relations with the budget and other agents of economic activity. The possibilities to use and analyze the accounting information, controlling and regulating the economic processes and the results of the company activity are also given profound consideration.

Teaching and assessment:

They are in conformity with the necessity to provide personnel that can examine in depth the current problems and offer solutions ahead of time. In accordance with this the lectures are at a high theoretical level. The importance and need are recognized to materialize the power of knowledge and to turn abstract opportunities into reality. We use widely the system of exercises on concrete objects and situations taken directly from practice. A course project is done in which the students demonstrate their abilities to use the company information to analyze its achievements on concrete economic factors.

2009 Production Management

ECTS credits: 7

Weekly workload: 3lec + 1sem + ca

Assessment: exam

Type of exam: written

Department involved: Department of Industrial management, Business and Management Faculty

Lecturer:

Assoc. Prof. Stoyan Madjarov, Dept. of Industrial Management, tel. 888 495, E-mail: snm@ecs.ru.acad.bg

Assoc. Prof. Emilia Peneva, Dept. of Industrial Management, tel. 888 205, E-mail: peneva@ru.acad.bg

Abstract:

The course aims to introduce students to the main techniques of effective management and optimization of manufacturing processes and resources. It focuses on concepts and notions about the main functions, objectives and principles of production management; the methods for developing short-term plans the performance of manufacturing units; performance measuring and control of the manufacturing processes.

Course content:

Introduction to production management; Theoretical foundations of production management; Production management strategies; Planning and performing manufacturing operations; Planning and Coordinating the work of manufacturing units ; Measuring individual performance/costs of labour; Managing and maintaining equipment; Production dispatching

Teaching and assessment:

The course is taught by lectures and seminars. During lectures, students are acquainted with the general, theoretical principles and characteristics of planning and dispatching production operations. Different types of visuals are used to illustrate and clarify the topics. The seminars involve case study and problem solving and require preliminary preparation. Besides, students have to work on individual course assignments; they are given in the penultimate week of the term and should be handed in before the exam. The assessment is based on the result from the course assignment and the grade from the written examination on the material covered throughout the course; it is consistent with the academic policy of the university.

2010 Sustainable Regional Development

ECTS credits: 5

Weekly workload: 2ecl + 1sem +ca

Assessment: exam

Type of exam: written

Department involved: Dept. of Business and Management, Faculty of Business and Management

Lecturers:

Assoc. Prof. Eng. Nikolaj Stefanov Najdenov, PhD, Dept. of Business and Management, tel.:888-520;

E-mail: nnaydenov@ecs.ru.acad.bg

Assoc. Prof. Diana Antonova Antonova, PhD, Dept. of Business and Management, tel: 888-617;

E-mail: prim@jusoftware.net

Assoc. Prof. Eng. Krasimir Ivanov Enimanev, PhD, Dept. of Business and Management,

E-mail: acad_grifon@abv.bg

Abstract:

The course aims to provide students with some basic skills and expertise about the philosophy, the strategy and the approaches of the sustainable development of Bulgaria regions within the EU. They have to understand the basic goals, principles and strategies, to discuss the approaches of sustainable development of the material, social and nature capital in 2007-2013 programming period. The students have to use the acquired knowledge for formulating goals and priorities, needed to elaborate plans, measures and projects of regional development.

Course content:

The course includes the following main topics: Conceptual issues of the sustainable regional development. Policy of sustainable regional development. Business sustainable development. Sustainable development of the rural areas. Development of regional infrastructure and environmental protection. Development of human resources and social funds. General strategies for sustainable regional development.

Teaching and assessment:

The training in the course is accomplished by lectures, seminars and controlled extracurricular work - course assignment. The lecture topics get knowledge for the basic theoretical aspects of the studied material. The skills and expertise of the students are supplemented through the seminars in which class discussion and cases are carried out. The overall evaluation is built on the written exam and the self-prepared course assignment.

2014 Communication in Business and Public Relations

ECTS credits: 4

Weekly workload: 2lec+1sem+ca

Assessment: continuous assignment

Type of exam: written

Department involved: Department of European Studies, Business and Management Faculty

Lecturer:

Assoc. Prof. Rada Karshakova, PhD, Department of European Studies, tel: 888-810

E-mail: RKarshakova@ecs.ru.acad.bg

Abstract:

The course examines both communication in organizations and public relations. It aims to give students significant skills for establishing, maintaining and improving communication channels in business organizations and organizing the public relations activities. The course examines different types of communication behaviour and the kinds of communications, ways of achieving good communications and public relations.

Course content:

The course covers the following topics: Functions of business communication; Main types of communication behaviour; verbal and non-verbal communications; Interpersonal and organizational communications; Basic communicative skills; Rules of business communications; Effective communications; Public Relations – nature and objectives; style and image; Social responsibilities of business organizations; organizing public relations activities; ways and methods of choosing communication channels and media for carrying out PR activities; Effective strategies, tactics for PR campaigns.

Teaching and assessment:

These include: lectures, seminars and course task (CT). The lectures and seminars present the theme system of the subject and formulate the issues to be discussed and practically interpreted. The CT stimulate the application of knowledge for the solution of inherent PR problems such as: audience segmentation, image analysis, planning PR activities. The CT is assessed for its creativity, structure, length, the employment of appropriate research methods. The exam consists of two tests, which include not only multiple choice but also open-ended questions and a practical case. The term mark is based on the result of the tests (70%) and CT (30%).

2018 Industrial Engineering

ECTS credits: 5

Weekly workload: 2lec + 2 lbs + p

Assessment: exam

Type of exam: written

Methodic Direction: Industrial Management Department, Business and Management Faculty

Lecturer:

Assoc. Prof. Krasimir Ivanov Enimanev, Ph.D., Economics Department, tel.: 888 357,

e-mail: kenimanev@ru.acad.bg

Annotation:

The discipline "Industrial Engineering" is involved as a compulsory discipline in the syllabus of Industrial Management, Bachelor degree. The discipline provides knowledge of the origin, organization, functioning, development, utilization, and liquidation of production systems in industry. The purpose of the course is on the basis of technological, technician, and economic learning to support the formation of engineer – managers that have organizational and strategic thinking, as well as to improve their flexibility, creativity and adaptation in contemporary economic conditions. Admission relations to the discipline are the technical disciplines, and outlet connections are generally Production Management, Logistic theories and systems, graduation paper elaboration and students' career.

Course content:

Introduction to Industrial Engineering. Basic theoretic – methodological problems in engineering models formation. Production process in industrial enterprise. Principals and indicators for estimation of production process organization in the industrial enterprise. Production type. Production organization. Incomplete production. Forms of production organization. Organization of the subsidiary production processes in industrial enterprise. Spatial construction of industrial enterprise. Spatial construction of production sections and lines.

Teaching and assessment:

The discipline is conducted through lectures, laboratory exercises and individual assignments for the students. The lectures provide the necessary in content and sequence knowledge for the laboratory exercises. The exercises are carried out in lab with personal computers or in enterprises. The form of the control over the student work in the discipline is current evaluation which happens during the laboratory exercises and through the individual assignments of the students. For that purpose every student writes a paper. The subject of the paper must be devoted to an object explored by Industrial Engineering. During the laboratory sessions some written tests are done, whose results take part in the formation of the final ECTS grade. The paper must be presented at the end of the semester and is evaluated by the assistant according to criteria approved by the department.

2021 Logistics Technologies and Systems

ECTS credits: 5

Weekly workload: 3lec+1ps+ca

Assessment: Exam

Type of exam: written and oral

Department involved: Department of Industrial Management, Faculty of Business and Management

Lectures:

Assoc. Prof. Ivan Hristov Mitev, Industrial Management Department, tel. 888-521, e-mail: ichmitev@ru.acad.bg

Assist. Prof. Maria Ilieva, Industrial Management Department, tel. 888-495, e-mail: milieva@ru.acad.bg

Abstract:

The goal of the lectures in Logistics Technologies and Systems is to give students to knowledge and basic working skills to analyze, choose, design and organize economic and effective transport handling and warehouse processes in production, trade, other enterprises. The course corresponds well with: Quantitative Methods and Statistics, Graphic Information and Documentation, Enterprise Economy, Industrial Production Technologies, Basis of the Management, Production Management and Industrial Production Systems.

Course content:

Introduction. Target and tasks of the course. Preparation of the loads for transport, handling and warehouse processes. Systems for identification of the load units. Main transport systems and technologies. Local transport systems. Basis of designing of local transport systems. Warehousing of loads. Transport and warehouse technologies for discharging of scrap material resources. Local logistics infrastructure. Up-to-date trends for the development of the logistics systems.

Methods of teaching and learning:

The basic part of the syllabus content is presented during the lectures. Seminars are held on the most important themes and the target for that is to master the matter, as well as obtaining practical skills. The practical sessions help the students to master the important themes. Students are encouraged to take an active part in the educational process through discussions. Two times during the semester control tests are carried out following the semester schedule of the course. Students obtain permission to sit for an exam provided they have taken part in all practical sessions. The minimum number of absences is 50% for the lectures and the average score from the control test -at least Satisfactory (3). 50% of the final grade is to be formed from the exam result.

2025 Logistic Tehnologies and Systems – control project

ECTS credits: 2

Weekly workload: CP

Type of exam: defense of the project

Type of Exam: a viva voce

Department involved: Department of Industrial Management, Faculty of Business and Management

Lecturers:

Assoc. Prof. Ivan Mitev, PhD, Department of Industrial Management,

tel. 888-521, e-mail: ichmitev@ru.acad.bg

Assistant professor Maria Ilieva, Department of Business and Management,

tel. 888-495, e-mail: milieva@ru.acad.bg

Abstract:

The course *Logistic Technologies and Systems – control project* is a compulsory discipline in the Industrial Management curriculum for obtaining the educational degree of Bachelor. The course aims at the practical application of knowledge obtained in Logistic Technologies and Systems when planning, designing, research and implementing logistic technologies and systems in the industrial sphere, transport public utilities.

Course content:

The project consist of two parts. In the first part a research on existing methods and technologies for planning and organization of the material flows and logistic activities is done. The technical means for their realization in the industrial sphere are selected. In the second part each the student works on project planning and organizing of a transport or a warehouse system for a specific type of load or for a specific economic object. The information and conclusions of the first part of the course project are to be used. The course project should be min. 20 pages according to the requirements accepted in Ruse University.

Teaching and assessment:

The course project is to be given at the beginning of the semester and it is to be defended the 15th week. A continuous assessment is carried out during the consultations. The project is considered defended successfully provided the student has been to at least 50% of the consultations. The project is to be graded according to 6 point assessment system in compliance with the methods approved by the Industrial management department. These methods include a completeness of the content, application of the theoretical formulations, precision of the proposal, a perspicuity and a defense of the course project.

2026 Marketing**ECTS credits:** 5**Assessment:** exam**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Georgi Emilov Valchev, Department of Economics, tel:888 357

E-mail: GValchev@ru.acad.bg

Abstract:

The subject aims to introduce students to basic theoretical and methodological issues of marketing. Basic knowledge of economic theory and the problems of world economics is a precondition for building up knowledge of marketing. The subject serves as the basis for learning the methods and approaches to realization of the marketing concept in managing business in other subjects.

Course content

Introduction to the subject Marketing. Definition of marketing. Types and kinds of marketing. The concept "marketing mission". Marketing environment. Marketing information system. Strategic marketing planning and kinds of strategies. Factors, determining the choice of a marketing strategy. Production, marketing and stock policy. Consumer behavior. Market segmentation. Marketing and life cycle. Main strategies in the area of stock policy. Nature, range and principles of the price policy. Price surveys in marketing. Realization of the price strategy of a company. Distribution policy of the company. Marketing logicitics. Business communications in contemporary marketing. Advertisemnet and kinds of means for the advertising policy. Organizing and running an advertising campaign.

Teaching and assessment:

The lecture and the talk are the main methods in presenting the information, which is structured on the basis of combining the approaches of history and logic. By applying the method of history, one can reveal how the content of marketing changes depending on which element of culture dominates or has reached its highest level at a particular point. Through the logical method marketing problems are outlined more clearly. In the Marketing course achievement is measured by continuous assessment. Continuous control is done first, at lectures while formulating problems and elaborating on them and secondly, at seminars while debating. Writing essays on particular topics and their discussion at seminars is a more individualised task performed by students. At the end of the term there is a discussion on all topics as a result of which the final.

2030 Corporate Planning**ECTS credits:** 5**Assessment:** exam**Department involved:** Department of Business and Management, Business and Management Faculty**Lectures:**

Assoc. Prof. Emil Krastev Papazov, PhD, Department of Business and Management, tel: 888-518;

e-mail: epapasov@gmail.com

Lyudmila Mihaylova Mihaylova, PhD, Department of Business and Management, tel: 888-518;

e-mail: liudmilla@abv.bg

Abstract:

This course will deliver a complex knowledge of scientific forecasting concerning future developments of particular phenomena and processes, associated with markets, production, prices, investment, advertising and other aspects of business and economics and for the successful realization of corporate strategies and tactics. Main emphasis will be placed on revealing basic processes and techniques to identify problems, formulate goals, strategies, objectives, programs; to set up tactical and operational corporate plans..

Course content:

Market economy and planning. Typification of planning. Forecasts and plans. Indicators as instruments for forecasting and planning. Methods of forecasting and planning. Strategic, tactical and operational planning. Techniques for co-ordination of different plans. Organizational aspects of planning. Main documents for corporate planning with special attention to the business plan.

Teaching and assessment:

Educational methods like lectures, seminars, self-study, discussions and problem solving will be used during the course performance. Students will have read materials or written essays prior to class so that they should be prepared to discuss theoretical or practical problems. Students' work will be evaluated after fulfilment of each task and afterwards through a preliminary grade reflecting the performance of each participant during the semester. The end grade will be given after solving a short test: 8-10 questions from different types (open, closed, alternative) and 1-2 sums on the whole material of the discipline. The final assessment will be based on the active participation of the students during the semester (40%) and their final exam note (60%).

2031 Labour Economics**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and management**Lecturers:**

Assoc. Prof. Pavlin Ivanov, Department of Economics, phone: 888 357

Abstract:

The subject Labor Economics is obligatory according to the state regulations. It aims at introducing the students to the main issues of the economics of labor and the labor relations under the conditions of the market economy developing in our country. The subject is of theoretical, methodological and applied nature. Macroeconomics and Corporate Economics are prerequisites for the subject and uses the knowledge they give about the main economic categories, principles and classifications of the economic environment elements. In turn, it is a prerequisite mostly to the subject Personnel and Human Resources Management but it is also related to almost all practical and applied economic subjects.

Course content:

Introduction into Labor Economics. Labor market. Employment and unemployment. Labor protection. Corporate personnel. Motivation and commitment, personnel training and development. Labor organization. Labor standards. Labor pricing and pay. Labor productivity. Labor quality. Labor efficiency.

Teaching and assessment:

These include lectures and seminars which expand and complement the student knowledge on the topics, included in the lecturing course. Duplication of the assignments is not allowed. The final date when the assignments have to be delivered is before the last seminar date. Countersign in the discipline is given to students that regularly have been present at the seminars, have passed the continuous assessment and have delivered self-elaborated assignment. Non-fulfillment of one of the above conditions obliges students to take a written supplementary examination. Students that have poor mark on the continuous assessment and/or the assignment have to take a written supplementary examination.

2033 Survival Planning during Calamities and Accidents**ECTS credits:** 4**Weekly workload:** 2lec + 1ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of Industrial Management, Faculty of Business and Management**Lecturers:**

Prof. Vladimir Denev Vitliemov, Department of Industrial Management, Faculty of Business and Management, tel. 888 713, e-mail: vdv@manuf.ru.acad.bg

Assist. prof. Pavel Vladimirov Vitliemov, Department of Mechanical Engineering and metal cutting machines", tel. 888 717, e-mail: pvv@manuf.ru.acad.bg

Abstract:

The subject aims to introduce students to basic issues in coping with and minimizing the consequences of different calamities through planning in order to recover after eventual calamities.

Course content:

The necessity of planning for recovery after calamities. Reasons for calamities and categories. Analysis of the risk. General security measures. Plan for recovery after calamities. Testing and supporting the plan for recovery after calamities. Plan for recovery of centralized systems. Plan for recovery of non-centralized systems.

Teaching and assessment:

The main issues of the syllabus are a subject of the lectures.

The practice sessions are held in a PC room and specially equipped laboratories.

An instruction and plan for actions in case of a calamity are developed in the individual task.

The current assessment is realized by means of tests and test questions and the result from them enters the final assessment ECTS grade.

2033 Basis of Mechanical Engineering Design

ECTS credits: 4

Weekly workload: 2lec+1ps+ca

Assessment: continuous assessment

Type of exam: written

Department involved: Department of Mechanical Engineering and Machine Tools, Transport Faculty

Lecturers:

Assoc. Prof. Atanas Slavkov Kolev, D Eng, Department of Mechanical Engineering and Machine Tools, tel: 888-461, e-mail : askolev@ru.acad.bg

Abstract:

The subject aims to give students the most general idea of the methods for the design of technical subjects (items). It corresponds well with courses such as Materials and Material Technologies, Mechanics, Graphical Information and Documentation.

Course content:

Introduction. Methodology and type of design. Organization of the designing process. Function and structure of technical objects. System design. Information on project work. Evaluation of project solutions. The role of the engineering design in the investment process. Possibility for automatic design. Standardized design, Constructional unification.

Teaching and assessment:

The theoretical issues of the course are clarified through analysis of typical examples and standards and are further explored at the practical sessions by analysis of specific solutions and practical tasks. Video and graphic features are used widely to visualize topics. Students are given a complex task and a part of it is to be developed during the practical sessions. Assessment includes the results from the control test at the end of the semester and the work on the course assignment.

2132 Organization of the design activity

ECTS credits: 4

Weekly workload: 2lec + 1ps

Assessment: continuous assessment

Type of exam: written

Department involved: Department of Industrial Management, Faculty of Business and Management

Lecturers:

Assoc. Prof. Borislav Georgiev Angelov, Department of Automobiles, Tractors and Industrial Trucks, Transport Faculty, tel. 888 457, e-mail: bangelov@ru.acad.bg

Abstract:

The subject aims to introduce students into the basic issues concerning production preparation of new technical systems and the stages of designing production preparation. The aim is to develop skills for defining technical tasks, investigating technical problems and systematizing the requirements and restrictions regarding the final decision. The main issues are the algorithms for designing of systems that are used in the practice and evaluation of variants for resolutions.

Course content:

Structure of production preparation of new technical systems. Design preparation of production. Stages of design preparation. Design of new technical systems by using the system method. Forms and dimensions of the constructive elements. Design of technical systems optimization. Valuation of variants for resolutions.

Teaching and assessment:

The main issues of the syllabus are offered at lectures and practice sessions. An individual assignment is developed during the semester.

Key examples are given during the lectures. The stages of the first design phase are to be explained and executed during the practical sessions. Obtained knowledge and skills are to be used in the work on the individual assignment. The final ECTS grade is based on the average result from student work during the whole semester.

2133 Metrology and Quality Management**ECTS credits:** 6**Weekly workload:** 2lec +2ps+cw**Assessment:** exam**Type of exam:** written**Departments involved:** Department of Industrial Management, Faculty of Business and Management**Lecturer:**

Assoc.Prof. Tsvyatko Stanev Kurijkov, PhD Eng., Department of Machine Tools and Manufacturing, tel: 888 493, E-mail: korijkov@ru.acad.bg

Abstract:

The main goal of the course is to teach students validation of devices for control and measurement, planning and measurement of quality indices of machine parts, application of methods and techniques used in practice, international quality standards, etc.

Course content:

Product, service and process quality. Quality management principles. Ways of expressing quality. Process management cycle. Validation of the measurement process. Planning and measurement of the geometrical quality indices of machine parts. Quality improvement methods and techniques. Quality systems and control plans. Quality planning. Quality assurance. Reliability of production.

Teaching and assessment:

Teaching is based on lectures, practical sessions and a course work. During the practical sessions students work individually on special reports aiming to solve problems, make conclusions and proposals for quality improvement. The course work includes choosing process control points, control charts, input and output inspection plans, risk analysis and measures for quality improvement. The assessment of their knowledge is based on the grades from the reports, the course work and the written exam.

2244 Innovation Management**ECTS credits:** 7**Weekly workload:** 3lec + 1sem + p**Assessment:** exam**Type of exam:** written**Department involved:** Department of Industrial Management, Faculty of Business and Management**Lecturers:**

Prof. Vladimir Denev Vitliemov, Department of Industrial Management, Faculty of Business and Management, tel. 888 713, e-mail: vdv@manuf.ru.acad.bg

Assist. Prof. Pavel Vladimirov Vitliemov, Department of Mechanical Engineering and Metal Cutting Machines, tel. 888 717, e-mail: pvv@manuf.ru.acad.bg

Abstract:

The subject aims to introduce students into basic issues in the methodology of innovation management in industry and equip them with skills to use their knowledge in the specific company environment.

Course content:

The essence of innovations. Innovation process. New technologies in the engineering activities of industrial companies. Basic conceptions in the innovation management. Innovation strategies of the companies. Planning of innovations. Organization of the innovation process. State regulation and stimulation of new technologies and products. Scientific and technical line of the European union. International technological collaboration. Research and innovation development in Europe.

Teaching and assessment:

The key issues of the syllabus are discussed at lectures.

The seminars are held in specially equipped for the purpose laboratories.

A proposal for a new or elaborated technology/organization or a proposal for a new/elaborated product is to be developed in the semester paper. Current assessment is carried out by means of tests and the evaluation of the semester paper. Final assessment is finalized through a written exam.

2244 Energy Effective Sources and Technologies

ECTS credits: 6

Weekly workload: 2lec + 2labs + ca

Assessment: Continuous assessment

Type of exam: written

Department involved: Electrical Supply and Electrical Equipment, Faculty of Electrical and Electronic Engineering and Automation (EEA)

Lecturers:

Assoc. Prof. Stefan Petrov Stefanov, MSc (Eng), PhD, EEA DEpartment,
tel. 888 616, e-mail: stefanov@ru.acad.bg

Assoc. Prof. Viara Subova Ruseva, MSc (Eng), PhD, EEA DEpartment,
tel. 888 616, e-mail: vruseva@ru.acad.bg

Abstract:

The main objective of the course is to teach the students to consider and analyze the various economic, effective and ecological aspects of energy utilization in industrial production.

Prerequisites: Applied Physics, Information Systems and Technologies, Industrial Systems and Technologies, Theory of Electrical Engineering and Electronics, Business Management, etc.

This course lays the basis of: Innovations Management, Material Resources Management, Ecology of Industrial Manufacturing, Energy Efficiency in the Industry.

Course content:

Introduction. Non-renewable energy sources. Renewable and secondary energy sources (RES). Centralized and local production of electrical and thermal energy. Transfer and distribution of electrical energy. Industrial consumers of electrical and thermal energy. Measuring energy usage, optimization and management of energy consumption, conservation of energy.

Teaching and assessment:

The course includes lectures, laboratory exercises (labs) and a final project (ca). During the lectures students are presented with the course material following the syllabus. Labs take place in the Electrical Power Supply laboratory. Students are examined twice in each lab session – before it begins and when submitting their lab protocols. Final grade is based on two tests, final project ,and lab exams and participation.

Graduation Procedure

The defence of the BA Thesis is preceded by a

2357 Self-preparation procedure

ECTS credits: 5

Department involved: Department of Industrial Management, Faculty of Business and Management.

Lecturers: All academic from the department.

BA Thesis

ECTS credits: 10

Department involved: Department of Industrial Management, Faculty of Business and Management.

Abstract: The students in Industrial Management write a BA Thesis to be awarded a BA degree in Industrial Management. Final assessment is done by the State Examination Board appointed by the Rector of the University on a proposal of the Department of Industrial Management. The Board assesses both the quality of the text of the BA Thesis and its oral presentation or defence before its members and interested in the procedure audience.

POSTGRADUATE PROGRAMS

**POSTGRADUATE
STUDIES
IN
BUSINESS
ADMINISTRATION
(2 semesters)**

**PROFESSIONAL STANDARDS
OF THE MASTER IN
BUSINESS ADMINISTRATION
(2 semesters)**

Degree Course: Business Administration

Educational degree: master

Professional qualification: Master in Business Administration

Duration: 1 year (2 semesters)

The basic goal of the education in Business administration, master degree, is to prepare a new kind of experts, relevant to the demands of the public, local and corporative management with adequate skills in response to the dynamic economic environment.

Professional purpose. The management specialization responds to the increasing need of managers, who are able to manage effectively business units and firm activities in a dynamic economic environment, characterized by a new EU context, multiple investment choice, business risk, market globalization, high competition, intensive communications, new information technologies, etc.

The Master in Business Administration acquires the following skills:

- specialized economic and management skills – innovation policy, asset management, small business management, capital markets and financing, organization of management activities, organizational behavior;
- modern methods and technologies about research, analysis and estimation of management decisions – simulation modeling and optimization, heuristic methods in management, psychology of management, management information systems, management tactics, etc.

The Master in Business Administration also acquires the following skills:

- to develop strategies, plans and forecasts,
- to organize effectively the management activities,
- to use rational methods and techniques in corporative decision making and decision taking,
- to use new information systems and technologies for providing detailed information from internal and external sources, that is necessary for development of decisions, etc.

Career development. The Masters in Business Administration are able to work as managers on different leadership positions and as experts in corporate issues, auditors, human resources management, experts with analytical and controlling functions. They get high professional preparation in analysis, projecting and organizing of managerial activities in economic units of the public administration.

CURRICULUM
of the Master's degree course in
BUSINESS ADMINISTRATION
(2 semesters)

(for holders of a Bachelor degree in Business Administration)

Code	First semester	ECTS	Code	Second semester	ECTS
0031	Enterprise Security Management	5	0035	Business evaluation	4
0027	Enterprise Resource Planning Systems in Management	5	0036	Controlling	4
0025	Managerial Psychology	5	0026	Innovation Policy	3
0028	Heuristic Methods for Managerial Purposes	5	0038	Management Tactics	2
0037	Organization of Managerial Activities	5	0041	Business Simulation and Analysis	2
0033	<i>Capital Markets and Financing</i>	5	0043	Management of Real Assets in Business	2
0034	<i>Management of the Financial Institutions</i>	5			
			0044	Graduation procedure MA Thesis	15
	Total for the semester:	30		Total for the semester:	30
				Total of the course of study:	60

0031 Enterprise Security Management**ECTS credits:** 5**Weekly workload:** 2lec + 2labs**Assessment:** Exam**Type of exam:** written and oral**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:** Prof. Vladimir Tomov PhD, Department of Ecology and Environmental Protection, tel: 444481,

E-mail: vtomov@ru.acad.bg

Abstract:

The subject aims acquisition of knowledge and skills in enterprise security management.

Overall purposes of the subject are: 1.Absorption of security terminology and the theoretical foundation in the enterprise activities, managerial methodology included. 2.Acquisition of knowledge in security of entrepreneurship, personnel, information, goods and services, equipment and technology, environment, locations and territories. 3.Formation of skills for enterprise security program development.

Course Content:

Aims and purposes of the subject; Security methodology; Security of entrepreneurship; Security of the personnel; Security of information; Security of goods and services; Security of equipment and technology; Environmental security; Security of locations and territories. Enterprise security program development.

Teaching and Assessment:

The subject matter is delivered via lectures and labs. Lectures are complimented with multimedia visualization. They are connected to specific, real security management systems recognized in the world. The aim is to scuba dive deep into details and importance of the subject. Regarding the labs, the subjects and the conducting form are consistent with aspiration for conducting experiment where students are the key players. The role of the instructor is to observe the general methodology. Methodical handouts and protocol forms are distributed among the students to be fulfilled during the labs. Each form comprised of aims and purposes, methods, practical section, conclusions and deductions. The instructor certifies the correct and conscious manner of labs conduction with his signature. Labs topics are part of the final exam. One could get a favourable ECTS grade in the discipline if he/she has attended at least 50% of the lectures and 100% of the labs, and after submitting his/her protocol forms.

0027 Enterprise Resource Planning Systems in Management**ECTS credits:** 5**Weekly workload:** 2lec+ 2 ps**Assessment:** Exam**Type of exam:** written test**Department involved:** Department of Business and Management, Faculty of BM**Lecturer:** Assoc.Prof. Aleksandar P. Petkov. Dep.Business and Management, tel.:+359 82 888776, apetkov@ru.acad.bg**Abstract:**

The course develops the information culture of the future specialists in the area of business management and covers in depth the problems of Enterprise Resource Planning Systems (ERP). The students study the contemporary ERP and acquire skills to analyze, choose, develop, and use ERP systems.

Course content:

Introduction into ERP. Technological environment of the information system. Range of the information management and information recourses in business management. Comparative analysis of the existing ERP systems. Planning process in IT environment. Relationships between ERP and management. Designee of an organizational structure in IT environment. Problem research in ERP implementation and using. Development of the ERP system and it's service. Trends in ERP development. Human resource management in IT area. Developing and insurance of information resources security.

Teaching and assessment:

Course teaching is organized by lectures and practical sessions. The lectures are presented by multimedia including Internet resources. The practical sessions are organized in a computer lab with Internet. The current assessment of the students is done during the practical sessions on the basis of their active participation and successful task completion. Final assessment includes the results from the written exam (appr. 2/3 of the final grade) and the results from the current assessment during practice sessions (appr.1/3 or the rest of the grade).

0025 Managerial Psychology**ECTS credits:** 5**Weekly workload:** 2lec + 2sem**Assessment:** Exam**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Associated Professor Violeta Yordanova Vaneva PhD, Department of Pedagogy, Psychology, and History, tel. 841609, 888 206, e-mail: vilivaneva@abv.bg

Denitsa Alexandrova Alipieva, MA tel. 841609, 888 208; e-mail: dalipieva@ru.acad.bg

Abstract:

Managerial Psychology is a subdiscipline of Psychology or Management, focusing on understanding the psychological insight for the managers. The aim of the course is to provide the potential manager with knowledge and skills for successful solution of the typical psychological problems practice imposes upon business in a scientific manner. The Managerial Psychology corresponds well with Theory of Management, Social and General Psychology, Labor Psychology and Psychology of Personality.

Course Content:

The course reveals the Psychological Aspects of Management, Thinking and Intellect of the Manager, Communication in Management – Techniques, Means, Nonverbal Communication, Interpersonal In-group Interaction, Socio-metrical Research of the In-group Interaction, Professional Reflection of the Manager, Burnout, Methods and Tools for Stress Reduction.

Teaching and Assessment:

Lectures fully illustrate the different psychological aspects of management, different interactive tools and methods. Assessment focuses on the exploration and acquisition of managerial qualities such as sociability, communication skills, degree of motivation for achievements. The final assessment is based on test results.

0028 Heuristic Methods for Managerial Purposes**ECTS credits:** 5**Weekly workload:** 3lec + 1sem**Assessment:** Current assessment**Type of exam:** test**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers**

Associated Prof. Veselin Savov PhD, Department of Business and Management, tel: 0888 439908, 888-726;

Abstract:

The subject matter is either theoretically-methodologically orientated or practically narrowed. It provides students with knowledge of different heuristic methods applicable in the managerial decision making process. The overall objective of this course is to bring students to heuristic thinking skills, to reveal and to boost their intellectual capacity.

Course Content:

Foundation of heuristic – creativity, novelty, innovations, heuristic, creative thinking, the core and the applications of the intelligence. Heuristic thinking – accelerators of the creative thinking, standard thinking and the idea of “out of the box”, common bearers and mistakes, principles and techniques for creative thinking, methods for stimulating thoughts,. Heuristic methods.

Teaching and Assessment:

The course is delivered via activating educational methods and contemporary didactical means. Thus students are stimulated to look for new solutions, to come up with ideas, to think strategically. There are heuristic thinking tests, managerial role playing, and case studies used in this course. A practical demonstration of different heuristic methods for particular problem solving is made during the course. The final evaluation comprises student contribution to discussion seminars during the semester and the final exam.

0021 Organization of Managerial Activities**ECTS credits:** 5**Weekly workload:** 2lec + 2sem**Assessment:** Continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Associated Prof. Nikola Vasilev Kocev PhD, Department of Business and Management, tel: 888-726;

E-mail: nkocev@ecs.ru.acad.bg

Abstract:

The course Organization of Managerial Activities is orientated towards practice. Different managerial actions from everyday practice are discussed and implemented in the seminar work. The course aims to train students to acquire knowledge towards efficient managerial implementation of professional activities; to provide them with skills to use different methods, resources and forms for the execution of a variety of managerial tasks and operations, all of them parts from the technology of management.

Course Content:

Nature and characteristics of managerial labor, Elaboration of organization of the managerial work, Contemporary trends in development of managerial activities, Professionalization, Managers' professional qualities, Technology of management, Technological requirements towards managerial activities, Organizational parameters, Organization of managerial workplace and working hours, Investigation and rationalization of the structure of managerial activities and tasks, Professional managerial relations development, Managerial skills and ethic.

Teaching and assessment:

The core and the characteristics of managerial activities as particular variety of the human labor is revealed via lectures. The contemporary trends in managerial work development are specified and analyzed. The nature and the necessity of managerial technology development have been clarified to build on the requirements of managerial work organization and to create prerequisites for increased managerial work efficiency. There are specialized tests used for the purpose of assessment. Course assessment is based on participation in seminar discussions, test results during and the results from the final test.

0033 Capital Markets and Financing**ECTS credits:** 5**Weekly workload:** 2lec + 2labs**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Associated Professor Vassil Stoyanov Zahariev PhD, Department of Economics tel.:888 357

Abstract:

Through the course. Students get awareness of the core, the types and the characteristics of the capital markets. They have to understand the resources for capital funding for the enterprise. The contemporary capital markets are an inseparable part of the overall financial life of any enterprise because they are connected to the provision of capital resources. It is proved that capital markets funding is a contemporary system for facing the additional financial demands both in short and long term. It is a common situation for the enterprises to go for capital markets funding in case of financial shortage for investment purposes or difficulties in current payments.

Course Content:

General dimensions of capital markets. Theoretical and practical dimensions of financial market. Financial market and long run demands of the company. Special features of supply and demand of financial capitals. Dynamics of financial capitals supply. Capital supply and demand from enterprises. Forms of financial capitals supply and demand. Demanding long run capitals in a competitive environment. Special features in structure development of the financial market. Peculiarity of the enterprise activities on the financial market. The role of the central bank for companies financing. Financial demands of the companies in short term. Mobility of the money market and enterprise financing. Types of short term financing of the companies. Technology of short term financing of the enterprises.

Teaching and Assessment:

The course is conducted in two contact forms – lectures and labs. Lectures reveal the key issues and the subject matter of the course. The labs activate theoretical knowledge to practical implementation. The final ECTS grade is based on attendance, participation and semester tests.

0034 Management of the Financial Institutions**ECTS credits:** 5**Weekly workload:** 2lec+1sem +1p**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lectures:**

Assoc. Prof. Emil Papazov, PhD, Department of Business and Management, tel: 888-518;

E-mail: epapasov@gmail.com

Principal assistant prof. Lyudmila Mihaylova, PhD, Department of Business and Management, tel: 888-518;

E-mail: liudmilla@abv.bg

Abstract:

This course will present the theoretical rationale of the main issues in management of the financial institutions: commercial banks, insurance agencies, etc. It will also offer a systematic approach to situational analysis, research and analysis, coordination of goals and objectives, resources and interests with the help of strategic and functional management of the financial institutions.

Course content:

Introduction: essence, content and object and subject of the course and connections with other courses. Theoretical and aspects of the management of financial institutions. Management of commercial banks. Management of insurance agencies. "Investor bank" – a business game.

Teaching and assessment:

The traditional way of lecture delivery is enriched by visual materials put on slides and/or multimedia packages. At seminars students work on case studies and business game "Investor banker". The continuous assessment is on the basis of tests and students' participation. The final grade depends on the grade from the business game participation and from the tests and case work.

0035 Business Evaluation**ECTS credits:** 4**Weekly workload:** 4lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lectures:**

Assoc. Prof. Emil Krastev Papazov, PhD, Department of Business and Management, Tel: 082/888-518;

E-mail: epapasov@gmail.com

Lyudmila Mihaylova Mihaylova, PhD, Department of Business and Management, Tel: 082/888-518;

E-mail: liudmilla@abv.bg

Abstract:

The course provides theoretical and applied knowledge of students using modern approach to compare the objectives of existing and future development potential of the business.

As parts of the training course are included a series of knowledge about the use of modern techniques for evaluating the company based on detailed knowledge of strategy and identification of key indicators for growth. This is a way to provoke students' accumulated knowledge of business economics and management. The students have the opportunity to gain valuable experience in business evaluation.

Course content:

The course involves the study of principles and methods of financial analysis, evaluation methods, and solving cases, tests and assignments.

Teaching and assessment:

The traditional way of delivering lectures will be enriched by visual materials put on slides and/or multimedia packages. At seminars students will work on case studies. The continuous assessment is on the basis of case studies and students' participation. The final grade is the average of the grade from the case studies, the grade from the final test and the one from students' participation in seminars.

0036 Controlling**ECTS credits:** 4**Weekly workload:** 4lec + 2sem**Assessment:** Exam**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers**

Associated Prof. Ognjan Simeonov PhD, Department of Business and Management, tel: 888-726;

E-mail: osimeonov@abv.bg

Abstract:

Based on the theoretical concept of controlling, the subject aims to integrate and to extend students' knowledge and skills acquired in their bachelor education in Fundamentals of management, Planning and Forecasting, Quality Management, Accountancy for Managerial Purposes, Human Resources Management, and etc. to the extend of a consistent conception for enterprise management.

The subject matter is subdivided into two sections – Fundamental of Controlling and Operational Controlling.

Course Content: Definition of controlling and main principles of the conception; Sources of controlling; Planning-control process; Production structure controlling; Controlling of supplying; Manufacturing controlling; Disposal controlling; Controlling of management and administrative units; Controlling of financial result; Liquidity controlling.

Teaching and Assessment:

Lectures are complimented with labs. Discussions on the major issues are conducted during the labs, along with applicable examples and practical assignments. The lecture content is visualized via slides. The resources required are multimedia, blackboard and chalk or flipchart. Supplementary education is available via Internet based sources: syllabus, summary of the major source - the book *Controlling* along with instruction, additional readings, furthered readings, topics and requirements for the course assignments, test simulations, instructions for the final test and the grading system, instructors' CV.

The final evaluation is based on final exam test(80%)and 20% class participation.

0026 Innovation Policy**ECTS credits:** 3**Weekly workload:** 3lec + 1sem**Assessment:** Test**Type of exam:** written and oral**Department involved:** Department of Business and Management, Faculty of BM**Lecturers:** Senior Assist. Prof. Milena Peneva Kirova, MEng., PhD; Department of Business and Management, tel.: 888 617, e-mail: milena_kirova@yahoo.com**Abstract**

The goal of the course is to give the students knowledge about the entrepreneurship and competitiveness of the companies which are stimulated by developed European and national innovation policies – a main road for development for each economy. After completion of the course the students will be able to discover the elements of each innovation process and the factors which influence it, to apply the acquired knowledge for making strategic management decisions in relation to the innovation activity of the company.

Course content

The main chapters of the course are: European innovation policy; innovation strategy of the Republic of Bulgaria; national innovation system, evolution of model of the innovation process; innovation strategy of the firm, methods for development of innovation projects and assessment of eco-innovations.

Teaching and Assessment

Teaching is conducted through lectures and seminars. The lectures provide the knowledge for theoretical basis of the studied material. The seminars expand and reaffirm the lecture material. Multimedia presentations and slides are used throughout the lectures.

The semester is validated if the student has attended 50% of the lectures and 100% of the seminars. The final grade is based on 10% lecture attendance, 20% participation in seminar activities and 70% on the exam. The lecturer follows the student presentation throughout the year and on the exam and forms the final grade.

0038 Management Tactics**ECTS credits:** 2**Weekly workload:** 3lec + 1sem**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturers:**

Emil Kotsev, PhD, Dept. of Business and Management, tel: 888-617, E-mail: ekotsev@ru.acad.bg

Abstract:

This integrated course covers some of the most important issues, concerning company management. The course aims to develop students' understanding of tactical issues and to present some specific tactics and techniques for better company resources management. Through the development of the programme an attempt has been made to fill the gap between strategic and operational management. The efforts are aimed towards extending manager's instruments to cope with problem situations. As a natural addition to the lectures, the exercises in the programme offer a lot of simulations, case studies and role plays. The knowledge and skills gained could be useful for management staff at all organizational levels.

Course content:

The course includes the following topics: Introduction to Management Tactics; Management Tactics in Planning; Time Management Tactics; Relationships Management Tactics; Decision Making and Leadership Tactics; People Integration Tactics; Implementation Control Tactics; External Contractors Management Tactics; Tactics to cope with competition; Universal Management Tactics.

Teaching and Assessment:

Some of the topics are explained through traditional lecture methods supplemented with visual aids. Appropriate examples clarify the subject matter of the lectures. The seminars and the lectures are organized in parallel. Students are expected to do their lecture readings, which enable them to participate in class discussions. The assistant professor carries out a continuous assessment and gives an average evaluation for the term, based on the overall student's participation in classes. There is a particular emphasis on the practical application of the tactics taught throughout the course. The overall evaluation is built on the participation assessment in class and a test grade from the last exercise.

0041 Business Simulation and Analysis**ECTS credits:** 4**Weekly workload:** 3lec + 1p**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of BM**Lecturer:**

Assoc.Prof. Vasil B. Pentchev. Dep. Industrial Management, tel. 888 431; e-mail: vpentchev@ecs.ru.acad.bg.

Assoc.Prof. Aleksandar P. Petkov. Dep. Business and Management, tel.:888776, apetkov@ru.acad.bg

Abstract:

The course is aiming to form students' common knowledge and skills connected to the modeling and analysis of the busies companies by contemporary methods and techniques for simulation and optimization. Acquired theoretical knowledge and skills will be useful in future work of the students as managers.

Course content:

Business simulation. Nature and standards in modeling. Model simulation. Classification and requirements to the models. The modeling process. Principals in modeling. System dynamics. Kay patterns of behavior of the system – time pats. Model structure in the system dynamics. Application of the simulation in business. Dynamics of the business. Analysis of the situation and business potential for expanding. Operation marketing and management in small business. Financial management and control in small business. Dynamic's financial analysis.

Teaching and assessment:

Course teaching is organized by lectures and practical exercises. The lectures present basic principles and theoretical knowledge of the business simulation and analyses. The practical exercises are organized in a computer lab with contemporary applications for simulation, analyses and optimization of the business. the The lecturer assesses students according to their participation in practical exercises, The final assessment includes results from the semester test (weight 0.5 grade points) and participation in the practical exercises (weight 0.5grade points).

0043 Management of Real Assets in Business**ECTS credits:** 2**Weekly workload:** 3lec + 1sem**Assessment:** Continuous Assessment**Type of exam:** Written**Department involved:** Business and Management Dept, Faculty of Business and Management**Lecturers:**

Assoc. Prof.. Nikolay Stefanov Naydenov, MEng, PhD, Dept. of Business and Management,
tel.: 888-520; E-mail: nnaydenov@ecs.ru.acad.bg

Principal Assistant prof.. Anton Nedyalkov Nedyalkov, MEng, Dept. of Business and Management,
tel.: 888-520; E-mail: anedyalkov@ecs.ru.acad.bg

Abstract:

The course *Management of real assets in business* targets the process of planning, implementing and controlling particular enterprises' activities related to purchasing, utilizing and scrapping long- and short-term material assets, as well as and non-material ones. The above activities are performed under adequate conditions for necessity, quality and period of execution with efficient management of enterprises' financial resources. The matter has inputs from the courses: "Innovation policy" and "Controlling" and outputs to Diploma Thesis Development, and the students' realization.

Course content:

The course includes introduction about the aim and the problems of the matter (Lecture 1); Forecasting and planning of long- and short term material assets' necessity, as well as the means of acquiring those assets (Lectures 2,3,4). Another group of issues are related to putting into operation and utilizing real assets; maintenance and renovation of long-term assets (Lectures 5,6,7). The last group argues out the operation management of short-term assets and management of non material ones (Lectures 8,9).

Teaching and assessment:

The course training is accomplished by lectures and seminars. The lecture topics get knowledge for the basic theoretical aspects of the studied material. The skills and expertise of the students are supplemented through the seminars in which class discussion and cases are carried out (some of them at computer room). The overall assessment is built on the results of written work, rendering an account of students work done on their own throughout the seminars.

**POSTGRADUATE
STUDIES
IN
BUSINESS
ADMINISTRATION
(4 semesters)**

**PROFESSIONAL STANDARDS
OF THE MASTER IN
BUSINESS ADMINISTRATION
(4 semesters)**

Degree Course: Business Administration

Educational degree: master

Professional qualification: Master in Business Administration

Duration: 2 years (4 semesters)

Prerequisite: The course is for holders of Bachelor or Master Degree other than Business Administration.

The basic goal of the education in Business administration, master degree, is to prepare new kind of experts, relevant to the demands of the public, local and corporate management with adequate skills for a dynamic economic environment.

Professional purpose. The management specialization responds to the increasing need of managers who are able to manage effectively business units and firm activities in a dynamic economic environment characterized by EU context, multiple investment choice and increase business risk, market globalization, high competition, intensive communications, new information technologies, etc.

The Master in Business Administration acquires the following skills:

- specialized economic and management skills – innovation policy, asset management, small business management, capital markets and financing, organization of management activities, organizational behavior;
- modern methods and technologies about research, analysis and estimation of management decisions – simulation modeling and optimization, heuristic methods in management, psychology of management, management information systems, management tactics, etc.

The Master in Business Administration also acquires the following skills:

- to develop strategies, plans and forecasts,
- to organize effectively the management activities,
- to use rational methods and techniques in corporate decision making and decision taking,
- to use new information systems and technologies for providing detailed information from internal and external sources, that is necessary for development of decisions, etc.

Career development. The Masters in Business Administration are able to work as managers on different leadership positions and as experts in corporate issues, auditors, human resources management, experts with analytical and controlling functions. They get high professional preparation in analysis, projecting and organizing of managerial activities in economic units of the public administration.

CURRICULUM
of the Master's degree course in
BUSINESS ADMINISTRATION
(4 semesters)

(for graduates who are not holders of a Bachelor Degree in Business Administration)

Code	First semester	ECTS	Code	Second semester	ECTS
0694	Accounting	5	0692	Organizational Behaviour	5
0695	Marketing	5	0663	Small Business Management	5
0662	Strategic Management	5	0650	Financial Management	5
0697	Fundamentals of Law	5	0693	Project Management	5
0698	Fundamentals of Management	5	0029	Human Resource Management	5
0699	Insurance	5	0684	<i>Communication Policy</i>	5
			0686	<i>Negotiations in Business</i>	5
			0691	<i>Business Correspondence</i>	5
	Total for the semester:	30		Total for the semester:	30
Code	Third semester	ECTS	Code	Fourth semester	ECTS
0031	Enterprise Security Management	5	0035	Business Evaluation	4
0027	Enterprise Resource Planning Systems	5	0036	Controlling	4
0025	Managerial Psychology	5	0026	Innovation policy	3
0028	Heuristic Methods of Managerial Purposes	5	0038	Management Tactics	2
0037	Organization of Managerial Activities	5	0041	<i>Business Simulation and Analysis</i>	2
0033	Activities	5	0043	<i>Management of real assets in business</i>	2
0034	<i>Capital Markets and Financing Management of financial Institutions</i>	5	0044	Graduation Procedure Diploma Thesis	15
	Total for the semester:	30		Total for the semester:	30
Total for the course of study:					120

0694 Accounting**ECTS credits:** 5**Weekly workload:** 2lec+2sem+ca**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Business and Management Faculty**Lecturer:**

Assoc. Prof. Jordanka Passeva Velcheva, PhD, Dept. of Business and Management,

tel. 888 776, E-mail: jvelcheva@ecs.ru.acad.bg

Principal Assistant Ivanka Borisova Dimitrova, Department of Economics,

tel. 888 715, E-mail: idimitrova@ru.acad.bg

Abstract:

The course aims to give students basic theoretical knowledge and enables them to create and use accounting information. During acquiring accounting learning students can use knowledge from the subject "Microeconomics". Students can use the obtained knowledge from the "Accounting" course in learning some other subjects: "Management Information Systems", "Finance", "Financial Management", "Investment and Innovation Management", "Business Diagnostics", etc.

Course content:

The course covers the following topics: Nature and characteristics of Financial Accounting; Object and method of Accounting; Accounting of main accounting projects: Assets – fixed and short-term, Liabilities, Capital, Financial results – Profit/Loss, Incomes, Expenses; Annual accounting ending and Elements of the Annual Report.

Teaching and assessment:

Teaching is conducted by means of lectures, seminars and controlled individual work. By lectures students are informed of theoretical bases of Accounting. The seminars are designed to provide skills to accounting solutions of practical cases in the enterprise's activity. Students' understanding on the subject matter will be assessed continuously during seminars. The course assignment includes related tasks for accounting of some economic operations. It also includes working out some elements of the Annual Report. The semester validation requires presentation and defense of the course assignment in term; regular attendance of seminars. The final mark is formed from the results of the continuous control, from the course assignment defense and from the written exam.

0695 Marketing**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and management**Lecturers:**

Assoc. Prof. Georgi Emilov Valchev, PhD, Department of Economics, tel: 888 357

E-mail: gvalchev@ru.acad.bg

Abstract:

The subject aims to introduce students to basic theoretical and methodological issues of marketing. Basic knowledge of economic theory and the problems of world economy is a precondition for building up knowledge of marketing. The subject serves as the basis for learning the methods and approaches to realization of the marketing concept in managing business in other subjects.

Course content:

Introduction to the subject Marketing. Definition of marketing. Types and kinds of marketing. The concept "marketing mission". Marketing environment. Marketing information system. Strategic marketing planning and kinds of strategies. Factors, determining the choice of a marketing strategy. Production, marketing and stock policy. Consumer behavior. Market segmentation. Marketing and life cycle. Main strategies in the area of stock policy. Nature, range and principles of the price policy. Price surveys in marketing. Realization of the price strategy of a company. Distribution policy of the company. Business communications in contemporary marketing. Advertisement and kinds of means for the advertising policy. Organizing and running an advertising campaign.

Teaching and assessment:

The theoretical basics of the topics given at lectures are learned in seminars by doing tests and solving tasks. There is an individual complex course assignment to consolidate the application. The students are allowed to sit for an exam after they have submitted their course assignments. The exam has a written part on two issues followed by a discussion.

0696 Strategic Management**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lecturers:**

Assoc. Prof. Emil Papazov, PhD, Department of Business and Management, tel: 888-518;

E-mail: epapasov@gmail.com

Principal assistant Lyudmila Mihaylova, PhD, Department of Business and Management, tel: 888-518;

E-mail: liudmilla@abv.bg

Abstract:

This course will present the theoretical rationale of the main issues in strategic management. It will evaluate the total company perspective and the means by which they are created and sustained, incl. competitive advantage in today's increasingly challenging and complex business environment. It will also offer a systematic approach to situational analysis, marketing research and analysis, coordination of goals and objectives, resources and interests with the help of strategic planning, management and control.

Course content:

Introduction: essence, content and functions of strategic management, its peculiarities and aims. Economic policy and corporate strategies. Company structure and organization. Choice of strategic positions. Methods for strategic analysis. Diversified company strategy. Competitive strategies. Strategic management and risk assessment.

Teaching and assessment:

The traditional way of delivering lectures will be enriched by visual materials put on slides and or multimedia packages. At seminars students will work on case studies. The continuous assessment is on the basis of tests and students' participation. The final note will depend on the note from the continuous assessment (40%) and from the final exam (60%).

0697 Fundamentals of Law**ECTS credits:** 5**Weekly workload:** 2lec+2sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Private Law, Faculty of Law**Lecturers:**

Prof. Georgi Stefanov, PhD, Dept. of Private Law, tel: 888 434

Senior Assistant Prof. Desislava Despodova, Dept. of Private Law, tel: 888 434.

Abstract:

The Fundamentals of Law course aims to acquaint students with the matter, functions, methods and approach of the General Theory of Law, basic concepts of Civil Law as well as the same questions which arouse in the main fields of law – Property Law, The Law of Contract, Family and Succession Law.

Course content:

General concept of Law. Juridical facts- concept and types. Juridical subjects. Concept, method, and system of Civil Law. Subjects of Civil Law. Legal transactions. Form, content and conclusion of the transactions. Delegation. Property rights – concept, types and defence. Construction rights. Right of use. Contract Law and contractual relation. Contract – concept, conclusion and types. Effect of the contractual relation. Different types of contractual relations – sale, donation, commission, rent, loan, etc. Marriage. Descent, kinship, adoption. Hereditary succession and testamentary succession.

Teaching and assessment:

The lecture topics enable students to get acquainted with basic regulatory acts in the field of civil law and its fields - Property law, The Law of Contract, Family and Succession Law, to interpret and analyse legal regulations; to compare at theoretical level the separate juridical figures and institutions.

Lectures and seminars are organized in parallel. For the latter students are expected to come to class prepared on topics assigned in advance. Discussions are held, main aspects are highlighted and the preparation is assessed during the lesson.

The continuous assessment means passing a test which lasts 60 minutes.

0698 Fundamentals of Management**ECTS credits:** 5**Weekly workload:** 2lec + 2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Nikola Kotsev, PhD, Dept. of Business and Management, tel: 888- 726;

E-mail: nkocev@ecs.ru.acad.bg

Senior assistant Miglena Pencheva, PhD, Dept. of Business and Management, tel: 888-518;

E-mail: mpencheva@ru.acad.bg

Abstract:

Fundamental of Management is an essential subject for the Business Administration Program. The course aims to provide students with the required volume and structure of managerial knowledge, as well as formation of basic skills.

The subject matter is structured in five sections. The students are exposed to the managerial principles, methods and means, consistent with contemporary practise. The students acquire competence in the issues of enterprise structuring, staff motivation, leadership, communication, decision making process and etc. since they are expected to be highly qualified future experts.

Course Content:

The subject consists of the following topics: Introduction, Managerial Functions, Organizational Structuring in Management, Person and Organization, Managing Organizational Context.

Teaching and Assessment:

Lectures are delivered along with consistent examples. This increases the effectiveness of the labs. The labs are consistent with the lectures. Group discussions and case studies, moderated by the instructor are the ground for the labs. As a result of the instructor's specializations in Europe and other universities some interactive methods are introduced in the class. The students are expected to do a preliminary reading on the topic matter.

The instructor carries out a current assessment during the labs, based on students' contribution in the discussions. The final evaluation comprises of the results from the final test, students performance during the semester, and the individual course assignment.

0699 Insurance**ECTS credits:** 5**Weekly workload:** 2lec + 2sem**Assessment:** exam**Type of exam:** written test and presentation**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturer:** Assoc. prof. Dr. Radoslav Gabrovsky

E-mail: rgabrovsky@uni-svishtov.bg

Annotation:

The course is designed and compiled according to the curriculum of the "Business and Management" Specialty for educating and training students, non-specialists in insurance. The fundamental objective is the students to acquire some practical skills in buying insurance. It provides an overview of risk and insurance, explains some of the theoretical concepts, including its purpose and how that purpose is accomplished, how the insurance is organized and managed. Discusses some of the fundamentals of risk assessment, premium rating, reserves funding etc.

Special attention is focused on insurance products, how they should be selected and bought as well as the behavior of the insured in case of loss occurrence and settlement. Briefly, highlighted the various forms of e-business in insurance and its perspectives.

Part II deals with co-insurance, re-insurance, ART and other forms to risk reducing. Also outlined the principal features and functions of insurance regulation and supervision.

Contents:

1. Introduction to Insurance. 2. Risk and Insurance. 3. Risk Assessment. 4. Organizing Insurance Business. 5. Insurer's Assets and Liabilities. 6. Premium Rating. 7. Forms of Insurance in Non-life Insurance. 8. ICT and E-commerce in Insurance. 9. Co-insurance and Re-insurance. 10. Types and Forms of re-insurance. 11. ATR and Securitization. 12. Insurance Regulation and Supervision.

Teaching and assessment:

Theoretical matters are presented by a means of conventional lectures and instructions. Practical aspects and skills are acquired by discussions, analyses of real data from insurance practice etc. The knowledge and skills of the students are evaluated in the course of the seminars, individual participation and written tests. The minimum grade required for successfully passed students is **(3)**.

0692 Organizational Behaviour**ECTS credits:** 5**Weekly workload:** 3lec + 1sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturers:**

Emil Kotsev, PhD, Dept. of Business and Management, tel: 888-617; E-mail: ekotsev@ru.acad.bg

Abstract:

This integrated course covers some of the most important issues, concerning the individual and the group in the organization. On one hand, the course aims to provide students with some specific knowledge about individuals, groups and organizations. On the other hand, it aims to develop some management skills, like team work, communication, decision making, etc. The course has links with Human Resources Management and is a prerequisite for Organization of Managerial Work.

Course content:

The course includes the following topics: Individual and Personality; Group and Team; Organization and Structure; Behaviour and Style; Power and Leadership; Submission and Subordination; The Manager as a Subordinate.

Teaching and Assessment:

Some of the topics are explained through traditional lecture methods supplemented with visual aids. Appropriate examples clarify the subject matter of the lectures. The seminars and the lectures are organized in parallel. Students are expected to do their lecture readings, which enable them to participate in class discussions and to write a paper on a particular topic. The assistant professor carries out a continuous assessment and gives an average evaluation for the term, based on the overall student's participation during classes and the submitted paper. There is a particular emphasis on the practical application of the methods taught throughout the course. The overall evaluation is built on the participation assessment during the exercises and the exam grade.

0663 Small Business Management**ECTS credits:** 5**Weekly workload:** 3lec + 1sem**Assessment:** exam**Type of exam:** written and oral**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturers:**

Emil Kotsev, PhD, Dept. of Business and Management, tel: 888-617, E-mail: ekotsev@ru.acad.bg

Daniel Pavlov, PhD, Dept. of Business and Management, tel: 888-518; dpavlov@ru.acad.bg

Abstract:

This integrated course covers some of the most important issues, concerning company management. The course aims to provide students with some general knowledge about entrepreneurship and some specific knowledge about small business management. Thus, some specific methods and approaches to manage company resources are concerned. During the development of the programme it has been taken into consideration that most of the students don't have sufficient knowledge, experience and skills. The insufficiency of knowledge is the main reason for the structure choice – the first six topics compensate this insufficiency with some more general problems of entrepreneurship. Following the approach "from general to concrete", the next nine topics accent on specific problems of small business management. In order to balance the insufficiency of experience and skill, during the exercises the programme offers students a lot of simulations and case studies.

Course content:

The course includes the following topics: Entrepreneurship and small business; Bulgarian entrepreneurship in historic aspect; Sustainable Success; Start and Development of Successful Business; Entrepreneurship process; Methods of entrepreneurial decision; Virtual entrepreneurship; Entrepreneurial management; Small business characteristics, role and importance; Legislative frame and institutional support of small business; Management of human, financial, informational and material resources in the small company; Trends in small business development.

Teaching and Assessment:

Some of the topics are explained through traditional lecture methods supplemented with visual aids. Appropriate examples clarify the subject matter of the lectures. The seminars and the lectures are organized in parallel. There is a particular emphasis on the practical application of the methods taught throughout the course. The overall evaluation is built on the participation assessment during the exercises and the exam grade.

0650 Financial Management**ECTS credits:** 6**Weekly workload:** 2lec+ 2sem + ca**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lecturers:**

Assoc. Prof. Yordanka Paseva Valcheva, PhD, Dept. of Business and Management, tel: 888 776

E-mail: jvelcheva@ecs.ru.acad.bg

Senior assist. Prof. Anelia Peneva Liubenova, Dept. of Business and Management, tel: 888 347

E-mail: alyubenova@ecs.ru.acad.bg

Abstract:

The aim of the course is to provide students with knowledge and skills necessary for the management of one of the main resources of the company. During acquiring accounting learning students can use knowledge from the subject such as *Accounting, Finance, Business Mathematics, Management, etc.* . Students can use the knowledge obtained from other courses: *Innovation and investment management, Strategic management, Business Diagnostics* , etc.

Course content:

Main characteristics of the company financial management. Financial source of the company. Optimization of the capital structure. Capital budgeting. Planning and control of the turnover capital; Income, taxes and depreciation policy; management. Dividend policy; Bankruptcy; Sales company; Controlling.

Teaching and assessment:

The main aspects of the financial management are clarified in the lectures. The seminars are designed to provide skills to financial solutions of practical cases in the enterprise's activity. The students receive individual tasks as course assignment and thus they learn to apply on their own and creatively the new knowledge and skills and solve practical corporate problems. To have the semester validated, students are required to submit and defend their course assignment in due time and attend the seminars regularly. The final grade is formed from the results of the continuous assessment, the course assignment defense and the written exam.

0693 Project Management**ECTS credits:** 5**Weekly workload:** 2lec+ 1sem+ ca**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lecturers:**

Assoc. Prof. Eng. Nikolaj Stefanov Najdenov, PhD, Dept. of Business and Management, tel.:888-520;

E-mail: nmaydenov@ecs.ru.acad.bg

Principal Assistant Daniela Nikolaeva Jordanova , Department of Business and Management, tel:888-520;

E-mail: dyordanova@ru.acad.bg

Abstract:

Project management, with its focus on the accomplishment of unique outcomes with limited resources under critical time constraints is an important aspect of contemporary operations management. This course is designed to teach the basic principles of good project management and will provide students with the knowledge and skills to participate effectively in project teams.

Course content:

The will focus on such topics as: the essence, objective, and main functions of project management, types of public and private projects. Emphasis will be placed on the project management principles, project definition, and project design. Continuing attention will be paid to detailed planning and scheduling, project team building, risk management and quality management. Concepts will be applied to controlling and project completion.

Teaching and assessment:

Most of the teaching is by lecturers introducing the main issues of project management. Practical sessions help students consolidate the knowledge they gained from the lectures. Computer software packages are used for project management training. Authentic project management forms help task completion. By the end of the second week of the semester the students have a course assignment, which is an individual task based upon all topics discussed in the practical sessions.

The final grade awarded is the average from the course assignment grade and the written exam grade.

0029 Human Resource Management**ECTS credits:** 5**Weekly workload:** 2lec + 2sem**Assessment:** continuous assessment**Type of exam:****Department involved:** Department of Business and Management, Business and Management Faculty**Lecturers:**

Assoc. Prof. Nikola Vasilev Kotcev, PhD, Dept. of Business and Management, tel: 888-726

Abstract:

The course aims to provide Business Administration students with fundamental knowledge in Human Resource Management. They get aware of practical principles, methods, and leverages for effective organization and motivation of Human Resources. Students use their background in Microeconomics, Fundamentals of Management, and Organizational Behavior while absorb the curriculum content. The acquired knowledge in HRM is applicable to learning process in Management of Small Business Enterprises, Business Games, Corporate Culture, Management Policy.

Course content:

The following basic areas are included: Nature and Traits of Human Resource Management, HRM System, Job Design, Human Resource Planning, Human Resources Movement, Staff Development and Training, Performance Appraisal, Compensation of Human Resources, Staff and Workplace Safety, Industrial Relations.

Teaching and assessment:

Training is conducted via delivering lectures in fundamental matters and conducting discussion sessions on specific issues in the curriculum. During the seminars, students acquire problem solving skills by developing organizational-regulative papers. Such kind of paper (a substantial one) is Course Assignment, which has to be developed on a particular topic, and leaves a room for students to voice themselves. The requirement for semester validation is regular attendance to classes. At the end of the semester a continuous assessment mark is formed as the average of the Course Assignment and students' performance marks.

0684 Communication Policy**ECTS credits:** 5**Weekly workload:** 2lec+2sem+p**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of BM**Lecturers:**Assoc. Prof. Diana Antonova, PhD, Department of Business and Management,
tel.: 888 617, prim@jusoft.netPrinc. assist. prof. Milena Peneva Kirova, eng., Department of Business and Management,
tel.: 888 617, milena_kirova@yahoo.com**Abstract:**

The goal of the course is to equip students with basic knowledge about the gradually increasing role of communication policy as an important mean to keep up "dialogue" with the markets and to raise companies' competitiveness. This trend can be observed in advanced industrial countries. The acquired basic knowledge and skills at the end of the course help students:

- to understand the nature and importance of marketing communications as well as the approaches, stages and problems in the practical process of developing company's programs for marketing stimulation of demand and sale, and to establish relations to consumers and the public;
- to know the concept of integrated marketing communications including all particular communication tools and channels and company's efforts as substantial components of a general program for marketing development of demand and sale;
- to apply the knowledge gained to set targets and select priorities, necessary to develop company activities, in order to reach the general corporate goals with less expenses and stronger effect.

Course content:

Major sections of the subject: conceptual approaches to communication policy; working out programs for integrated marketing communications of a company; analysis of communication process; target definition and budgeting of integrated marketing communications; advertising and media planning; efficiency evaluation of programs for integrated marketing communications, etc.

Teaching and Assessment:

The lectures are visualized by multi-media presentations and/or slides. Through seminars and self-preparation students expand and develop their knowledge and skills additionally. Visits to leading regional media enterprises support the practical orientation of the course and help students in developing their reports. Continuous assessment is performed by evaluation of students' participation activity in the seminar discussions, and with regard to the fulfilment of out-of-class work as well. The term is considered validated, if the student has a minimum of 50% lecture participation, 100% seminar participation and has presented his report in time.

0686 Negotiations in Business**ECTS credits:** 5**Weekly workload:** 2lec+ 2sem+ p**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, Business and Management Faculty**Lecturer:** Associate Professor Rada Peneva Karshakova, PhD, Department of European Studies, tel.: 888 810, E-mail: Rkarshakova@ecs.ru.acad.bg**Abstract:**

The subject is optional within the framework of the curriculum of Business Administration. The course includes the essence of negotiations, their planning and conducting. It aims to give students general knowledge of the nature and mechanisms of negotiations and some significant practical skills for carrying them out.

Course content:

The course covers the following topics: nature and definition of negotiation, subject and types; styles in negotiating; conception for negotiations of the Harvard Business School (Essentials); planning to negotiate; communicative behaviour during the negotiation; strategy and tactic; techniques of the negotiations; stages; negotiations in a critical situation.

Teaching and assessment:

These include three contact forms: lectures, seminars and a paper (P). The lectures present the theme system of the subject and formulate the issues to be discussed and practically interpreted. The seminars reveal the practical aspects of the subject matter in regard to the real activities within the negotiations. The students are required to attend classes according to the internal university regulations and to participate in the discussions and the analysis of the practical cases. The paper stimulates the application of knowledge for the solution of tasks of planning negotiations.

The continuous assessment (CA) consists of two tests, which include not only multiple choice but also open-ended questions and a practical case. The final ECTS grade is based on continuous assessment (70%) and P (30%).

0691 Business Correspondence**ECTS credits:** 5**Weekly load:** 2lec+2sem+p**Exam:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Juliana Popova, PhD, Dept. of European Studies, 888811, e-mail: juliana77popova@abv.bg

Pr. Assist. Prof. Iliana Kosharova, Dept. of European Studies, 888810, e-mail: ikosharova@abv.bg

Abstract:

This subject unit aims to build basic knowledge about the main thematic centers and the applied technology of business correspondence, as well as skills and competences for creation and usage of the most important documents in formal organizational structure and external organizational contacts.

Course content:

The subject includes the interpretation of the following topics: Correspondence in the system of business communication; Subject matter, appearance and development of the business correspondence; Types of documents: general administrative documents, commerce documents, Public Relation documents, documents for job applications.

Teaching and assessment:

The study process includes lectures, seminars and preparation of a report. The lectures present the thematic range of the subject unit. The seminars are oriented to the practice through creation of the various documents by the students. The report requires a creative implementation of the acquired knowledge and skills. Continuous assessment is the type of control applied during the semester. It is in the form of one test /60 %/ and student's performance in report /40%/.

0031 Enterprise Security Management**ECTS credits:** 5**Weekly workload:** 2lec + 2sem**Assessment:** Exam**Type of exam:** written and oral**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:** Prof. Vladimir Tomov PhD, Department of Ecology and Environmental Protection, tel: 444481, E-mail: vtomov@ru.acad.bg**Abstract:**

The subject aims acquisition of knowledge and skills in enterprise security management, which is summary and specific accent in business and management matters.

Overall purposes of the subject are: 1.Absorption of security terminology and the theoretical foundation in the enterprise activities, managerial methodology included. 2.Acquisition of knowledge in security of entrepreneurship, personnel, information, goods and services, equipment and technology, environment, locations and territories. 3.Formation of skills for enterprise security program development.

Course Content:

Aims and purposes of the subject; Security methodology; Security of entrepreneurship; Security of the personnel; Security of the information; Security of goods and services; Security of equipment and technology; Environmental security; Security of locations and territories. Enterprise security program development.

Teaching and Assessment:

The subject matter is delivered via lectures and labs. Lectures are complimented with multimedia visualization. They are connected to specific, real security management systems recognized in the world. The aim is to scuba dive deep into details and importance of the subject. Regarding the labs, the subjects and the conducting form are consistent with aspiration for conducting experiment where students are the key players. The role of the instructor is to observe the general methodology. Methodical handouts and protocol forms are distributed among the students to be fulfilled during the labs. Each form comprised of aims and purposes, methods, practical section, conclusions and deductions. The instructor certifies the correct and conscious manner of labs conduction with his signature. Labs topics are part of the final exam. One could take a certification of the subject if he/she has been attending 50%. of the lectures min., and 100% of the labs, as well as submitting his/her protocol forms.

0027 Enterprise Resource Planning Systems in Management**ECTS credits:** 5**Weekly workload:** 2lec + 2ps**Assessment:** Exam**Type of exam:** written test**Department involved:** Department of Business and Management, Faculty of BM**Lecturer:**

Assoc.Prof. Aleksandar P. Petkov. Dep.Business and Management, tel.:+359 82 888776, apetkov@ru.acad.bg

Abstract:

The course is developing the information culture of the future specialists in area of business management and covers in depth the problems of Enterprise Resource Planning Systems (ERP). The students study the contemporary ERP and acquire skills to analyze, chose, development, and using of ERP systems.

Course content:

Introduction in ERP. Forming of technological environment of the information system. Range of the information management and information recourses in business management. Comparative analysis of the existing ERP systems. Planning process in IT environment. Relationships between ERP and management. Designee of an organizational structure in IT environment. Problem research in ERP implementation and using. Development of the ERP system and it's service. Trends in ERP development. Human resource management in IT area. Developing and insurance of information resources security.

Teaching and assessment:

Course teaching is organized by lectures and practical exercises. The lectures are presenting by multimedia including Internet resources. The practical exercises are organized in a computer lab with Internet. The current assessment of the students during the practical exercises include their readiness and task accomplishing by the lecturer. The final assessment includes results from the written exam on the theory by test (weight 2/3) and current assessment during practical exercises (weight 1/3). The requirements for the certification of the module are based on the Internal Rules of the Educational Activities in the University of Ruse.

0025 Managerial Psychology**ECTS credits:** 5**Weekly workload:** 2lec + 2sem**Assessment:** Exam**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Associated Professor Violeta Yordanova Vaneva PhD, Department of Pedagogy, Psychology, and History, tel. 841609, 888 206, e-mail: vilivaneva@abv.bg

Denica Alexandrova Alipieva, MA tel. 841609, 888 208; e-mail: dalipieva@ru.acad.bg

Abstract:

The aim of the subject is to provide potential manager with knowledge and skills for successful solving of the typical psychological problems, the practice imposes upon in a scientific manner instead of in a life lessons way. The Managerial Psychology is an overlapping area of study in between Theory of Management, Social and General Psychology, Labor Psychology and Psychology of Personality.

Course content:

The course comprises of Psychological Aspects of Management, Thinking and Intellect of the Manager, Communication in Management – Techniques, Means, Nonverbal Communication, Interpersonal In-group Interaction, Socio-metrical Research of the In-group Interaction, Professional Reflection of the Manager, Burnout, Methods and Tools for Stress Reduction.

Teaching and assessment:

Lectures take place mainly frontally, accomplished with illustrations and descriptions of the different psychological aspects of management. Different interactive tools and methods are introduced during the lectures. Varieties of tests methods for personal abilities examination are applied during the labs. The focus lies down on exploration and assessment of managerial qualities like degree of sociability, assessment of the communicational skills, degree of motivation for achievements, burnout level and etc. The final assessment is based on test results.

0028 Heuristic Methods for Managerial Purposes**ECTS credits:** 5**Weekly workload:** 3lec + 1sem**Assessment:** Continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Associated Prof. Veselin Savov PhD, Department of Business and Management, tel: 0888 439908, 888-726;

Abstract:

The subject matter is either theoretically-methodologically orientated or practically narrowed. It provides students with knowledge of different heuristic methods applicable in the managerial decision making process. The overall objective of this education is to bring students to heuristic thinking skills, to reveal and to boost their intellectual capacity.

Course Content:

Foundation of heuristic – creativity, novelty, innovations, heuristic, creative thinking, the core and the applications of the intelligence. Heuristic thinking – accelerators of the creative thinking, standard thinking and the idea of “out of the box”, common bearers and mistakes, principles and techniques for creative thinking, methods for stimulating thoughts,. Heuristic methods.

Teaching and Assessment:

The knowledge is delivered via activating educational methods and contemporary didactical means. Thus students are stimulated to look for new solutions, to come up with ideas, to think strategically. There are heuristic thinking tests, managerial role playing, and case studies used in this course. A practical demonstration of different heuristic methods for particular problem solving is made during the course. The final evaluation comprises of students contribution during the semester and the final exam.

0037 Organization of Managerial Activities**ECTS credits:** 5**Weekly workload:** 2lec + 2sem**Assessment:** Continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Associated Prof. Nikola Vasilev Kocev PhD, Department of Business and Management, tel: 888-726; E-mail: nkocev@ecs.ru.acad.bg

Abstract:

The subject Organization of Managerial Activities is orientated towards practice. Different managerial actions from the everyday practice are discussed and implemented in the classes. The course aims either to train students to acquire knowledge for professional and efficient managerial activities implementation, or to provide them with skills to use different methods, resources and forms to execution of variety of managerial tasks and operations – parts from the technology of management.

Course Content:

The subject covers the following topics: Nature and characteristics of managerial labor, Elaboration of organization of the managerial work, Contemporary trends in development of managerial activities, Professionalization, Managers' professional qualities, Technology of management, Technological requirements towards managerial activities, Organizational parameters, Organization of managerial workplace and working hours, Investigation and rationalization of the structure of managerial activities and tasks, Professional managerial relations development, Managerial skills and ethic.

Teaching and Assessment:

The core and the characteristics of managerial activities as particular variety of the human labor is revealed via lectures. The contemporary trends in managerial work development are specified and analyzed. The nature and the necessity of managerial technology development have been clarified to build on the requirements of managerial work organization and to create pre requisitions of increase in the managerial work efficiency. There are specialized tests used in the course. They are used not only for control of students ability to play managerial role, but also to exchange opinions and thoughts for correct and efficient building of the managerial process. The course assessment is based on participation in the discussion, tests results during the course and the result from the final test.

0033 Capital Markets and Financing**ECTS credits:** 5**Weekly workload:** 2lec + 2sem**Assessment:** Continuous assessment**Type of exam:** written**Department involved:** Department of Economics, Faculty of Business and Management**Lecturers:**

Associated Professor Vassil Stoyanov Zahariev PhD, Department of Economics tel.:888 357

Abstract:

Students get awareness of the core, the types and the characteristics of the capital markets in this course. They understand the resources for capital funding for the enterprises. The contemporary capital markets are inseparable part of the overall financial life of any enterprise, because they are connected to provision of capital resources, both – proprietors' and borrowed, in a short and in a long run. It is proved that capital markets funding is a contemporary system for facing the additional financial demands both in short and long term. It is a common situation for the enterprises to go for capital markets funding in case of financial shortage for investment purposes or difficulties in current payments.

Course Content:

General dimensions of capital markets. Theoretical and practical dimensions of financial market. Financial market and long run demands of the company. Special features of supply and demand of financial capitals. Dynamics of financial capitals supply. Capital supply and demand from enterprises. Forms of financial capitals supply and demand. Demanding long run capitals in a competitive environment. Special features in structure development of the financial market. Peculiarity of the enterprise activities on the financial market. The role of the central bank for companies financing. Financial demands of the companies in short term. Mobility of the money market and enterprise financing. Types of short term financing of the companies. Technology of short term financing of the enterprises.

Teaching and Assessment:

The subjects matter comprises of tow contact forms – lectures and labs. Lectures reveal the main issues and the subject field of the class. The labs activate the theoretical knowledge based on practice. During the labs instructor conducts current assessment. The certification is given only to students who have been attending the labs regularly and they have fulfilled their current assessment. Failure in one of these preconditions transmits students to supplementary examination.

0034 Management of the financial institutions**ECTS credits:** 5**Weekly workload:** 2lec+1sem+p**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lectures:**

Assoc. Prof. Emil Papazov, PhD, Department of Business and Management, tel: 888-518;

E-mail: epapasov@gmail.com

Principal assistant Lyudmila Mihaylova, PhD, Department of Business and Management, tel: 888-518;

E-mail: liudmilla@abv.bg

Abstract:

This course will present the theoretical rationale of the main issues in management of the financial institutions: commercial banks, insurance agencies, etc. It will also offer a systematic approach to situational analysis, research and analysis, coordination of goals and objectives, resources and interests with the help of strategic and functional management of the financial institutions.

Course content:

Introduction: essence, content and object and subject of the course and connections with other courses. Theoretical and aspects of the management of financial institutions. Management of commercial banks. Management of insurance agencies. "Investor banken" – a business game.

Teaching and assessment:

The traditional way of delivering lectures will be enriched by visual materials put on slides and or multimedia packages. At seminars students will work on case studies and business game "Investor banken". The continuous assessment is on the basis of tests and students' participation. The final note will depend on the note from the business game participation and from the test and cases.

0035 Business evaluation**ECTS credits:** 4**Weekly workload:** 4lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of Business and Management, Business and Management Faculty**Lectures:**

Assoc. Prof. Emil Krastev Papazov, PhD, Department of Business and Management, Tel: 082/888-518;

E-mail: epapasov@gmail.com

Lyudmila Mihaylova Mihaylova, PhD, Department of Business and Management, Tel: 082/888-518;

E-mail: liudmilla@abv.bg

Abstract:

The course provides theoretical and applied knowledge of students using modern approach to compare the objectives of existing and future development potential of the business.

As parts of the training course are included a series of knowledge about the use of modern techniques for evaluating the company based on detailed knowledge of strategy and identification of key indicators for growth. This is a way to provoke students' accumulated knowledge of business economics and management. The students have the opportunity to gain valuable experience in business evaluation.

Course content:

The course involves the study of principles and methods of financial analysis, evaluation methods, and solving cases, tests and assignments.

Teaching and assessment:

The traditional way of delivering lectures will be enriched by visual materials put on slides and/or multimedia packages. At seminars students will work on case studies. The continuous assessment is on the basis of case studies and students' participation. The final note will be the average of the note from the case studies, the note from the final test and the one from students' participation.

0036 Controlling**ECTS credits:** 4**Weekly workload:** 4lec + 2sem**Assessment:** Exam**Type of exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers**

Associated Prof. Ognyan Simeonov PhD, Department of Business and Management, tel: 888-726;

E-mail: osimeonov@abv.bg

Abstract:

Based on the theoretical concept of controlling, the subject aims to integrate and to extend students' knowledge and skills acquired in their bachelor education in Fundamentals of management, Planning and Forecasting, Quality Management, Accountancy for Managerial Purposes, Human Resources Management, and etc. to the extend of a consistent conception for enterprise management. The subject matter is subdivided into two sections – Fundamental of Controlling and Operational Controlling.

Course Content:

Definition of controlling and main principles of the conception; Sources of controlling; Planning-control process; Production structure controlling; Controlling of supplying; Manufacturing controlling; Disposal controlling; Controlling of management and administrative units; Controlling of financial result; Liquidity controlling.

Teaching and Assessment:

Lectures are complimented with labs. Discussions on the major issues are conducted during the labs, along with applicable examples and practical assignments. The lecture content is visualized via slides. The resources required are multimedia, blackboard and chalk or flipchart. Supplementary education is available via Internet based sources: syllabus, summary of the major source - the book Controlling along with instruction, additional readings, furthered readings, topics and requirements for the course assignments, test simulations, instructions for the final test and the grading system, instructors' CV.

The final evaluation is comprised of: 80% - final exam test, 20% - class participation. Assessment exponent is grounded on students' results distribution and their standard deviation.

0026 Innovation Policy**ECTS credits:** 3**Weekly workload:** 3lec + 1sem**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of Business and Management, Faculty of BM**Lecturers:**

Senior Assist. Prof. Milena Peneva Kirova, MEng., PhD; Department of Business and Management, tel.: 888 617, e-mail: milena_kirova@yahoo.com

Abstract

The goal of the course is to give the students knowledge about the entrepreneurship and competitiveness of the companies which are stimulated by developed European and national innovation policies – a main road for development for each economy. After completion of the course the students will be able to discover the elements of each innovation process and the factors which influence it, to apply the acquired knowledge for making strategic management decisions in relation to the innovation activity of the company.

Course content

The main chapters of the course are: European innovation policy; innovation strategy of the Republic of Bulgaria; national innovation system, evolution of model of the innovation process; innovation strategy of the firm, methods for development of innovation projects and assessment of eco-innovations.

Teaching and Assessment

Teaching is conducted through lectures and seminars. The lectures provide the knowledge for theoretical basis of the studied material. The seminars expand and reaffirm the lecture material. Multimedia presentations and slides are used throughout the lectures.

The semester is validated if the student has attended 50% of the lectures and 100% of the seminars. The final grade is based on 10% lecture attendance, 20% participation in seminar activities and 70% on the exam. The lecturer follows the student presentation throughout the year and on the exam and forms the final grade.

0038 Management Tactics**ECTS credits:** 2**Weekly workload:** 3lec + 1sem**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturers:**

Emil Kotsev, PhD, Dept. of Business and Management, tel: 888-617, E-mail: ekotsev@ru.acad.bg

Abstract:

This integrated course covers some of the most important issues, concerning company management.

The course aims to develop students' understanding of tactical issues and to present some specific tactics and techniques for better company resources management. Through the development of the programme an attempt has been made to fill the gap between strategic and operational management. The efforts are aimed towards extending manager's instruments to cope with problem situations. As a natural addition to the lectures, the exercises in the programme offer a lot of simulations, case studies and role plays. The knowledge and skills gained could be useful for management staff at all organizational levels.

Course content:

The course includes the following topics: Introduction to Management Tactics; Management Tactics in Planning; Time Management Tactics; Relationships Management Tactics; Decision Making and Leadership Tactics; People Integration Tactics; Implementation Control Tactics; External Contractors Management Tactics; Tactics to cope with competition; Universal Management Tactics.

Teaching and Assessment:

Some of the topics are explained through traditional lecture methods supplemented with visual aids. Appropriate examples clarify the subject matter of the lectures. The seminars and the lectures are organized in parallel. Students are expected to do their lecture readings, which enable them to participate in class discussions. The assistant professor carries out a continuous assessment and gives an average evaluation for the term, based on the overall student's participation in classes. There is a particular emphasis on the practical application of the tactics taught throughout the course.

The overall evaluation is built on the participation assessment in class and a test grade from the last exercise.

0041 Business Simulation and Analysis**ECTS credits:** 4**Weekly workload:** 3lec +1ps**Assessment:** Continuous assessment**Type of exam:** written test**Department involved:** Department of Business and Management, Faculty of BM**Lecturer:**

Assoc.Prof. Vasil B. Pentchev. Dep. Industrial Management,
tel. 888 431; e-mail: vpentchev@ecs.ru.acad.bg.

Assoc.Prof. Aleksandar P. Petkov. Dep. Business and Management,
tel.:888776, apetkov@ru.acad.bg

Abstract:

The course is aiming to form students' common knowledge and skills connected to the modeling and analysis of the busies companies by contemporary methods and techniques for simulation and optimization. Acquired theoretical knowledge and skills will be useful in future work of the students as managers.

Course content:

Business simulation. Nature and standards in modeling. Model simulation. Classification and requirements to the models. The modeling process. Principals in modeling. System dynamics. Kay patterns of behavior of the system – time pats. Model structure in the system dynamics. Application of the simulation in business. Dynamics of the business. Analysis of the situation and business potential for expanding. Operation marketing and management in small business. Financial management and control in small business. Dynamic's financial analysis.

Teaching and assessment:

Course teaching is organized by lectures and practice sessions. Lectures present basic principles and theoretical knowledge concerning business simulation and analysis. Practical sessions are organized in a computer lab with contemporary computer facilities for simulation, analysis and optimization of business. Final assessment includes results from the semester test (weight 0.5) and the results from the practical sessions (weight 0.5).

0043 Management of Real Assets in Business**ECTS credits:** 2**Weekly workload:** 3lec + 1sem**Assessment:** Continuous assessment**Type of exam:** Written**Department involved:** Business and Management Dept, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Eng. Nikolay Stefanov Naydenov, PhD, Dept. of Business and Management, tel.: 888-520;
E-mail: nnaydenov@ecs.ru.acad.bg

Principal Assistant Eng. Anton Nedyalkov Nedyalkov, Dept. of Business and Management, tel.: 888-520;
E-mail: anedyalkov@ecs.ru.acad.bg

Abstract:

The course „Management of real assets in business” targets the process of planning, implementing and controlling particular enterprises’ activities related to purchasing, utilizing and scrapping long- and short-term material assets, as well as and non-material ones. The above activities are performed under adequate conditions for necessity, quality and period of execution with efficient management of enterprises’ financial resources. The course is related to courses such as *Innovation policy and Controlling* , the MA Thesis and the future realization of the MA student in Business Administration.

Course content:

The course includes introduction about the aim and the problems of the matter (Lecture 1); Forecasting and planning of long- and short term material assets’ necessity, as well as the means of acquiring those assets (Lectures 2,3,4). Another group of issues are related to putting into operation and utilizing real assets; maintenance and renovation of long-term assets (Lectures 5,6,7). The last group argues out the operation management of short-term assets and management of non material ones (Lectures 8,9).

Teaching and assessment:

The course training is accomplished by lectures and seminars. The lecture topics get knowledge for the basic theoretical aspects of the studied material. The skills and expertise of the students are supplemented through the seminars in which class discussion and cases are carried out (some of them at computer room). The overall assessment is built on the results from the written paper work, individual work done by students during seminars.

**POSTGRADUATE
STUDIES
IN
REGIONAL
DEVELOPMENT
MANAGEMENT**

**PROFESSIONAL STANDARDS
OF THE MASTER IN
REGIONAL DEVELOPMENT MANAGEMENT**

DEGREE COURSE: **REGIONAL DEVELOPMENT MANAGEMENT**

Educational Degree: **Master**

Professional qualification: **Master in Regional Development Management**

Duration: 1.5 years (three semesters)

This course description determines the professional purpose, educational requirements and the fundamental knowledge and skills, which are expected to be acquired by the Master in Regional Development Management.

The professional purpose of the Master in Regional Development Management is to apply the necessary expertise in local policy in the field of regional development management in a dynamic environment in the field of economics, politics and public and private institutions. The Master is expected to apply the principles of studying, planning, and new creating of new territorial structural units.

The Master in Regional Development Management has to be highly qualified and able to demonstrate advanced skills in oral and written presentation of ideas, as well as speaking foreign languages.

The whole course of study is based on:

- complicated fundamental education, including obligatory study of basic issues related to the management theory, regional development and its problems, analysis and planning, regional labor market development, regional projects management, alternative occupation, rural areas development, etc.
- specialized education, including courses that to enforce the Master's knowledge in issues related to geographical information systems, international economic regional and city perspectives, European Union and structural funds, sustainable rural development, tourist development, etc.

The Master in Regional Development Management is expected to gain the following general skills:

- to put into practice professional management skills in the wide area of the activities in regional development;
- to develop correct estimation of the territorial and useful concentration of resources;
- to coordinate and harmonize with the authorities the issues during the planning process and programs for regional development;

The Master in Regional Development Management is expected to gain the following specific skills:

- to participate in development of state regional and municipality development plans and Programs for their implementation;
- to coordinate financial sources and effectively to use planning and operating documents;
- to join the process of development of a system for institutional planning, programming, management, consulting, monitoring, controlling and estimation about regional development.

The Master in Regional Development Management is able to work in the state administration in different leadership and expert positions in both territorial levels of the administration – regional and municipality; public administration; regional, national and public organizations; NGOs and civil structures; consulting agencies and firms for public and private services.

CURRICULUM
of the Master's degree course in
REGIONAL DEVELOPMENT MANAGEMENT

Code	First semester	ECTS	Code	Second semester	ECTS
2156	Public and Spatial Economics	6	2892	Planning of regional development	6
2158	Sustainable Community Development	6	2157	Methods for regional planning analysis	6
2160	Macroeconomic Policy	6	2930	Environmental policy and management	6
2860	Public Policy Process	6	2924	Basic Principles for Community Dispute and Conflict Resolution	6
2861	Environment and Regional Development	6	2925	Sustainable Development of Agriculture and Rural Areas	6
2898	Regional policy	6	2926	Geographic Information Systems	6
2897	Territory Organization	6	2927	Methods And Tools For Ecological Congruence Of Agricultural Production Systems	6
Total for the semester:		30	Total for the semester:		30
Code	Third semester	ECTS			
2929	Regional Development Programs and Projects Management	6			
2931	Management of Community Services	6			
	Graduation Procedure	15			
	Master Thesis	15			
Total for the semester:		30			

Total for the course of study: 90

2156 PUBLIC AND SPATIAL ECONOMICS**ECTS credits:** 6**Weekly workload:** 3lec+ 2sem**Assessment:** Exam**Type of exam:** written t**Department involved:** Department of Business and Management, Faculty of BM**Lecturer:**

Assoc. Prof. Diana Antonova, PhD, Dept. of Business and Management, tel.:888 617, prim@jusoft.net

Principal assist. Prof. Daniel Yordanov Pavlov, PhD, Dept. of Business and Management, tel.: 888 518, dpavlov@ru.acad.bg

Senior assistant prof. Miglena Tsaneva Pencheva, Dept. of Business and Management, tel.: 888 518, mpencheva@ru.acad.bg

Abstract:

The course covers basic macroeconomic theory and some topics in microeconomics. What distinguishes it from foundation courses in economics is that the context of every topic is both spatial and public. The concept of space is central to city and regional planning, and the perspective of public and nonprofit sectors is the perspective to city and regional planning. Both spatial and public nonprofit sectors are peripheral to (or absent from) the usual graduate foundation courses in economics. The course will also cover the economic theory necessary to understand the many applications of economics presented in subsequent courses in city and regional planning.

Course content:

What are Public and Spatial Economics? How Markets Work. Regional Economic Perspectives on Regions and Cities. Regional Aspects of Employment Generation. Economics and Business in the EU. Trade, Aid and Development: Empirical Evidence post 1990.

Teaching and assessment:

The course stimulates the creative knowledge and gradual accumulation of knowledge during the whole period of training. Solving particular tasks facilitates the understanding of the specific ground by the students; improves the quality of the teaching presentation and creates practical skills. The personal assignment is creating a specific program of each student's choice in the field of the examined subject-matter. The aim of this development is to deepen the knowledge and methodological skills of the students in relation with some actual practical cases. The course ends with an exam – a public defense of the business projects, prepared during the course and in the process of self-training. Assessment strategy: 10 % – class attendance and participation; 40 % – completion of homework assignments; 50 % – final project.

2158 SUSTAINABLE COMMUNITY DEVELOPMENT**ECTS credits:** 6**Weekly workload:** 3lec + 2sem**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Georgi Emilov Valchev, PhD, Department of Economics, tel: 888 357

E-mail: gvalchev@ru.acad.bg

Polina Lyubomirova Malinova, MEng, E-mail: pmalinova@yahoo.com

Abstract:

The purpose of this course is to train present and future administrators to learn how to establish shared goals and work together in order to maintain a viable community. This includes joining forces to retain a sense of place, encourage social gatherings, remember the community's diverse history and culture, strengthen the economic and employment base and enhance the physical resources. A key ingredient in all of this is enhancing leadership skills among diverse people who feel excluded and powerless.

Course content:

Understanding Basic Concepts – Community, Development, Sustainability. Communities and Resources. Community Capitals. Community Needs and Assets. Who are the actors? (Institutional Framework). Community Intervention. Sustainable Community Development Indicators. Community Leadership. Developing Partnerships in the Community. Community Organizing. Capacity Building. Mobilizing Community Capitals for Social Change.

Teaching and assessment:

The lectures give the main theoretic aspects of the topics. The course engages students in reading, writing, discussions, and research. Students' work is pursued through interconnected ways such as class discussions of readings, class discussions of individual and group assignments and practical exercises.

Each student is assigned an individual task, which they have to complete by the end of the semester. The final mark is a weighted average of four marks: activity in class discussions, individual assignment, group assignments and final exam.

2160 MACROECONOMIC POLICY**ECTS credits:** 6**Weekly workload:** 3lec+2sem**Assessment:** Continuous assessment**Type of exam:** written and oral**Responsible department:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Emil Trifonov, PhD, Department of Economics, tell: 888-851, e-mail: e_trifonov@abv.bg

Abstract:

In its course content is an element of the specialized training of students in Master ACS as a logical extension and clarification of Electronic Engineering Macroeconomics and Public and Spatial Economics and Regional Policy. It aims to introduce students to new aspects of macroeconomic policy, links to national macroeconomic policies with the problems of internal and external convergence of Bulgaria in the EU. Educational content and themes of the seminars are closely related to the current problems of macroeconomic policy implemented in Bulgaria and its international dimension.

Course content:

Markets and government intervention. Economic theory and macroeconomic policy. Monetary policy - objectives and instruments; currency board as an alternative to the central bank. Fiscal policy - tools, "time factor" in the conduct of fiscal policy. Management of government debt, trends and structure of the budget, fiscal regime and discipline. National Macroeconomic policy and process of internal and external convergence of Bulgaria. National Macroeconomic policy and common agricultural policy - different aspects and perspectives. National policy, basic infrastructure, specific environment and human capital. Globalization, national macroeconomic policies and management of the international economy.

Teaching and assessment:

Teaching is done through lectures and seminars. Students are introduced to the educational content during the lecture, as emphasis is placed on and is illustrated with the practice of Bulgaria. Seminars are based on the need for students to extend the lectures through independent studies on pre-specified information sources. Continuous assessment is based on two levels: the first control is input, which defines the basic training of students. The form is a test lasting 15 minutes. In the middle of the semester the lead on the second control test learning material development viewed lectures. At the end of the training is conducted the third test in court control of the lecture mate and problems are discussed at seminars. The form is a test that is assessed by a point system . This test results are added to the results of the second control test monitoring. Thus the local ECTS grade in the discipline is formed.

2860 PUBLIC POLICY PROCESS**ECTS credits:** 6**Weekly workload:** 3lec+2sem**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Business and Management

Faculty of Business and Management

Lecturers:

Associated Prof. Nikola Kotsev; Dept. of Business and Management., tel: 888 726

E-mail: nkocev@ecs.ru.acad.bg

Senior Assistant Miglena Tsaneva Pencheva; Dept. of Business and Management, tel: 888 518

E-mail: mpencheva@ru.acad.bg

Abstract:

This course provides a broad introduction to the policy making process. It explores theories and practices of policy making, examining selected aspects of the policy process and policy analysis. Both national and local examples are used, but the course emphasize on policy making at the regional and local level.

Course content:

The Context of Policy making, an overview of Public Policy and the Policy Process; Values and Interests, differing values: Society and Regional Cultures Model; Human Behavior and Choice from the aspect of Public Policy; Political Setting of Problem Solving: Four Paradigms, Political Parties, Public Opinion; Problem emergence and Agenda setting; Public Policy Formulation – Developing solutions; Public Policy Formulation – Adopting solutions; Public Policy Implementation; Public Policy Evaluation; Strategies of Policy Change; Leadership for Policy Change.

Teaching and assessment:

Class sessions are interactive, based on discussions on examples and case studies given. Each student is expected to participate actively in class activities, including involvement on a team that makes a research, analyze and present a case study of a policy issue. Grading is based on a participation in discussions in class, a mid-term take-home exam, the team case study project; and the final examination, at which the case study is to be presented in front of all the students.

2861 ENVIRONMENT AND REGIONAL DEVELOPMENT**ECTS credits:** 6**Weekly workload:** 3lec + 2sem**Assessment:** Current assessment**Type of exam:** written and oral**Department involved:** Department of Agricultural Machinery, Faculty of Agricultural Mechanization**Lecturers:**

Associated Professor Georgi Mitev PhD, Department of Agricultural Machinery tel.:888 321

E-mail: gmitev@ru.acad.bg

Abstract:

Students should be able to integrate different knowledge and skills acquired in diverse subjects at the end of this course. They should be able to use different perspectives and attitudes towards natural resources management e.g. effectiveness of regional development, market orientated mechanisms and owners involvement to create political prerequisites. Students need to learn different methods and attitudes to be able to create ecological policy which generates information for natural resources development.

Course Content:

Fundamentals of Environmental Protection and Regional Development, Management of Soils and Water, Air Pollution and Climate Changes, Waste Management.

Teaching and Assessment:

Sitting in the lectures and the seminars students acquire knowledge in the field of theory of regional development and the supplementary ecological policy, both in natural resources management. Practical skills are acquired during the labs via data collecting and processing, field experiments and trips. Sitting in the seminars is mandatory and the students need to do preliminary reading for it. Students do their field work in teams.

Final assessment is composed of 20% fulfilled assignments during the semester, 20% - attendance and 60% - written exam.

2898 REGIONAL POLICY**ECTS credits:** 6**Weekly workload:** 3lec+2sem**Assessment:** Exam**Type of exam:** Written and oral**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Tihomir Lichev, PhD, Department of Business and Management,

tell: 888-726, e-mail: pravoekol@uni-svishtov.bg

Abstract:

During the last decades some of the courses have a quicker development, because they outline the boundaries between several scientific fields. There is integration of the scientific knowledge. The ever changing globalizing world imposes the constantly growing role of the regional, spatial and geographical studies of the national economies. The course of Regional Policy contents different theoretical and applied aspects of regional development and it gives a better understanding of regional policy in the different countries.

Course content:

Theoretical and methodological issues of the regional policy. Basic terms in regional policy. State regulation and regional development. Introduction to the regional policy. Phases. Approaches and methods in regional policy. Regional policy in the developed countries. Regional policy in the developing countries. Regional policy and international regional policy in EU. Regional policy in the ex-socialist countries. Regional policy in Bulgaria.

Teaching and assessment:

The course stimulates the active thinking and gradually gaining of skills and knowledge during the period of teaching. This method, enforced by the individual course assignments facilitates the understanding of the regional policy issues. It also improves the quality of education and develops practical skills. There is a final personal course task on a specific topic. The course ends with an exam – presentation of the personal course task, prepared during the semester. The grading is: 10% presence of the lectures and seminars, 40% - personal course assignments during the semester and 50% - the presentation of the final individual course task.

2897 TERRITORY ORGANIZATION**ECTS credits:** 6**Weekly workload:** 3lec + 2sem**Assessment:** exam**Type of Exam:** written**Department involved:** Department of Business and Management, Faculty of Business and Management**Lecturers:**

Ass. Prof. Krasimir Enimanev, Department of Economics, tel.: 888 357, e-mail: enimania@abv.bg

Abstract:

Territory Organization is a compulsory discipline for students in the master course *Management of Regional Development* within the Business Administration specialty. It gives future specialists necessary theoretical knowledge of territorial organization's essence and significance and of euro regulative functions in that field. The discipline investigates the origin, tendencies and regularities of infrastructure development and its place in company territorial – managerial systems. Based on its relations with the disciplines *Public and Space Economics* and *Sustainable Development of Community*, the discipline *Territorial Organization* provides new profound knowledge and skills that ensure the successful work of the future masters on project and program management in the field of regional development.

Course Content:

Territorial organization of regions. Territory organization and infrastructure. Organization and management of the industrial infrastructure. Forecasting the industrial infrastructure development. The Infrastructure – a self-dependent part of social reproduction. National strategy for territorial development. Development of regions territorial – urban structure. Ecological problems of infrastructure. The Infrastructure – a base for sustainable development.

Teaching and assessment:

Lectures present the syllabus topics by multimedia and/or overhead projector. They provide the necessary knowledge for the seminars in adequate content and sequence. During the seminars discussions are held and students solve problems independently. A 'pass' grade on the discipline is given only to students that have passed the written examination and have solved the problems asked at seminars.

2892 PLANNING OF REGIONAL DEVELOPMENT**ECTS credits:** 6**Weekly workload:** 3lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Dep. of Business and Management, Faculty of Business and Management**Lecturers:**Assoc. prof. Emil Papazov, PhD, Dep. of Business and Management,
tel. 888 518 e-mail: epapasov@gmail.comPr. Assist. Prof. Daniel Yordanov Pavlov, PhD, Dept. of Business and Management,
tel.: 888 518, e-mail: dpavlov@ru.acad.bg**Abstract:**

The course treats the regional development planning as a problem oriented management tool. Upon completion of this course students will be able to better analyze the local and regional economies. They will acquire theoretical and practical know-how applying to formulation and implementation of regional strategies and development plans.

Course content:

The course content refers primarily to the identification of development problems, trends, resources, constraints and potentials; formulation of development objectives, policies and strategies; design of regional master plans and programs; outline of operational instruments for program implementation and management; evaluation and monitoring of plans and programs; organization of target group participation for the overall decision making process.

Teaching and assessment:

Educational methods like lectures, seminars, self-study, discussions and games are employed during the course. Students will have read materials prior to seminars so that they are prepared to discuss theoretical or practical problems. Most of the topics will be combined with assignments. To some of the discussions experienced external experts will be invited to moderate the process.

Students will be assessed continuously and receive a preliminary grade to reflect the work done during the semester. The final grade is formed after the exam results are known.

2157 METHODS FOR REGIONAL PLANNING ANALYSIS**ECTS credits:** 6**Weekly workload:** 3lec+2ps**Assessment:** Exam**Type of exam:** written test**Department involved:** Department of Business and Management, Faculty of BM**Lecturer:**

Assoc. prof. Aleksandar Petkov Petkov. Department of Business and Management, tel.:888776, apetkov@ecs.ru.acad.bg

Abstract:

The course presents to the students methods for analyzing data that are used in regional planning. The course includes methods for data and information collection, analyzing of the urban areas and regions used in the regional planning process. The students will acquire knowledge about using the tools for urban and regional planning. The focus is on the applied demography, population analysis, and techniques for projection and prognosis making, that are appropriate for using in small geographical regions; techniques for regional and local economic analysis and modeling for planning purposes.

Course content:

Quantitative information. Data collection. Methods for planning purpose research. Design of a research. Second sources information. Demography concepts and trends. Basic methods and measures of the applied demography. Methods for estimating and projecting the population. Methods for regional economic analysis. Method of the minimal requirement. Comparing of regional and national indexes. A model for economic base design.

Teaching and assessment:

The multimedia and presentation techniques are used in the lectures to help students get acquainted with the subject matter. During the practice sessions the students study cases and articles linked with the lecture material; they do their own research, prepare analysis and forecasting by the applied software. The work and activity of each student is estimated during the practice sessions. The final grade is based on the written exam and the grade from the practice sessions.

2930 ENVIRONMENTAL POLICY AND MANAGEMENT**ECTS credits:** 6**Week workload:** 3lec+1sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Ecology and Environmental Protection**Lecturer:**

Prof. Vladimir Tomov, PhD, DSc, Department of Ecology and Environmental Protection, e-mail: vtomov@ru.acad.bg, tel. 888 481

Abstract: *The main purpose* of the course is that the students will acquire knowledge and skills in the policy and management of the environmental protection – a problem of national and international significance. *The tasks*, which are solved in the process of training include the following: Awareness of: 1) basic concepts, definitions and categories; principles and methods of analysis and decision making in terms of environmental protection; 2) Acquiring knowledge about: main principles of the environmental policy; methods and means of environmental protection management.

Course Content:

Global environmental problems; Natural resources; Prevention of free air pollution; Prevention of water pollution; Prevention of soil contamination; Prevention of contamination with waste; Prevention of energy pollution; Sustainable development; Environmental policy; Environmental management; Ecological & Economic Expertise; Human Resources Management in Environmental protection

Teaching and assessment:

Lectures take 4 hours and are given once a week.

Seminars are carried out in rooms with personal computers. Combination of analytical and practical work. At the beginning of the lesson a 10-minute test is done to check the preparation of the students for the lesson. At the end of the seminar the work of the students is checked and assessed. Theoretical knowledge is tested in writing.

2924 BASIC PRINCIPLES FOR COMMUNITY DISPUTE AND CONFLICT RESOLUTION**ECTS credits:** 6**Weekly workload:** 3lec+2sem**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Business and Management
Faculty of Business and Management**Lecturers:**

Associate Professor Nikola Kotsev, PhD, Dept. of Business and Management, tel: 825879.

E-mail: vpenchev@ru.acad.bg

Principal Assistant professor Miglena Tsaneva Pencheva; Dept. of BM, tel: 888431.

E-mail: mpencheva@ru.acad.bg

Abstract:

This course aims to create awareness of the basic theories for successful conflict and dispute management along with implementation techniques for ecological, political and other problems, emerged between the society and the official authorities.

Course content:

The course composes of Conflict Nature and Structure, Specifics of Community Disputes, Strategies and Tactics for Dispute and Conflict Management, The Spectrum of Conflict Solving, and Negotiations. Students acquire skills for negotiating and conflict solving. The subject has inlet connections with Sustainable Community Development, Public Policy Process, and outlet connections with Sustainable Development of Rural Areas, Ecological Policy and Management, Public Services Management, and career development of graduate students.

Teaching and assessment:

Class sessions are interactive, based on discussions and simulations. Each student is expected to participate actively in class activities, including involvement in a team that favors certain position in the final simulation and to do an individual paper. Grading is based on a participation in discussions and simulations, a mid-term paper, and team work.

2925 SUSTAINABLE DEVELOPMENT OF AGRICULTURE AND RURAL AREAS**ECTS credits:** 6**Weekly workload:** 3lec + 2sem**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Business and Management Dep., Faculty of Business and Management**Lecturers:**

Assoc. Prof. Eng. Nikolay Stefanov Naydenov, PhD, B & M Dep., nnaydenov@ecs.ru.acad.bg

Assoc. Prof. Eng. Krasimir Ivanov Enimanev, PhD, B & M Dep., acad_grifon@abv.bg

Principal Assistant prof.. Anton Nedyalkov Nedyalkov, MEng, B & M Dep., anedvalkov@ecs.ru.acad.bg

Abstract:

The course aims to provide students with basic skills and expertise about philosophy, strategy and approaches of the sustainable development of agriculture and rural areas (ARA) in the pre-accession period of Bulgaria to EU). Objectives of the course are: introducing the role and possibilities of ARA for economic and social development of Bulgaria in pre-accession period; discussing of strategic goals and priorities of sustainable development of ARA; ensuring methodological approach as well as application instruments for alternative business in ARA.

Course content:

The course includes main topics such as: Fundamentals and objectives of sustainable development of ARA; Multifunctional model of agriculture as basis for sustainable development; Programmed framework for development of ARA in Bulgaria; Analysis and diagnostics of ARA issues; Sustainable development of agricultural processing sector; Issues, vision and measures for ARA development; Marketing, organization and technological features of biological agriculture; Issues and decisions for participation of institutions and communities in sustainable development of ARA; Programs for development of ARA.

Teaching and Assessment:

The lecture topics provide knowledge for the basic theoretical aspects of the studied material. The skills and expertise of the students are supplemented through the seminars in which class discussion and cases are carried out. The overall assessment is built on written exam (80% weight) and the self-elaborated course assignment (20% weight).

2926 GEOGRAPHIC INFORMATION SYSTEMS**ECTS credits:** 5**Weekly workload:** 3lec+2labs**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of Computer Systems & Technologies, Faculty of Electrical Engineering, Electronics and Automation**Lecturers:**

Assoc. Prof. Milko Todorov Marinov, MEng, PhD; Dept. of CST, tel: 888 356.

E-mail: mmarinov@ecs.ru.acad.bg

Principal Assistant prof. Georgi Nikolov Krastev, MEng, PhD; Dept. of CST, tel: 888 672.

E-mail: gkrastev@ecs.ru.acad.bg

Abstract:

This course provides an introduction to Geographic Information Systems (GIS) technology. The aims of this course are to: present the role of GIS in the regional politics; discuss the properties of the GIS; introduce students to fundamental concepts and theories used in the area of GIS; evaluate GIS software tools at the component level; give an experience in implementing a small GIS; provide a practical guide using as a basis the familiar GIS tools.

Course content:

GIS and graphical information. Introduction to automated geography. Cartographic modeling. Maps and map data handling. Making maps with GIS. Choosing a GIS. GIS for transportation. 11. GIS in ecology.

Teaching and assessment:

The lecture topics give the main theoretic aspects of the problems. The workshops are conducted in a computer lab. The students have to independently solve, encode and test with the aid of a specific programming environment elements of given problems. Each student is assigned an individual task, which they have to complete by the end of the semester. The final mark is a weighted average of four marks: activity during workshops, implementation of the individual task, written report and final exam.

2927 METHODS AND TOOLS FOR ECOLOGICAL CONGRUENCE OF AGRICULTURAL PRODUCTION SYSTEMS**ECTS credits:** 6**Weekly workload:** 3lec + 2labs**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of Agricultural Machinery, Faculty of Agricultural Mechanization**Lecturers:**

Associate Professor Georgi Mitev PhD, Department of Agricultural Machinery tel.:888 321

E-mail: gmitev@ru.acad.bg

Abstract:

At the end of this course students are expected to acquire knowledge and skills for intensification, analyzing and problem solving of specific agricultural issues, tied to the implementation of the agricultural production systems. In that context examination of the available agricultural production systems is included, along with awareness and modulations of the major processes and subsystems including plant water consumption, irrigation modes, erosion and soil congestion, types of cultivation, drainage systems, usage of fertilizers and pesticides, and etc.

Course content:

Contemporary methods and tools for agricultural production systems implementation; Application of different models in a particular situations; Procedures for agricultural production systems managing along with erosion sustainability, effective water usage, fertilizers and pesticides; Application of information counseling (DSS) and geographical informational systems (GIS).

Teaching and assessment:

Students get aware of the basic concepts of ecological agricultural production systems development. Basic practical skills are acquired during the labs via computer simulation, field observation, data collecting and processing describing the connection between agricultural production systems and the regional development. For the educational purposes students are assigned for individual tasks meeting their interests and priorities. Final assessment is based on 40% fulfilled assignments during the semester, 20% - attendance and 40% - written exam.

2929 REGIONAL DEVELOPMENT PROGRAMS AND PROJECTS MANAGEMENT**ECTS credits:** 5**Weekly workload:** 4lec + 3sem**Assessment:** exam**Type of exam:** written**Department involved:** Dept. of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Eng. Nikolaj Stefanov Najdenov, PhD, Dept. of Business and Management,

tel.:888- 520; E-mail: nnaydenov@ecs.ru.acad.bg

S.A.Prof. Daniela Yordanova, Dept. of Business and Management,

tel.:888- 520; E-mail: dyordanova@ru.acad.bg

Abstract:

The course aims to provide students with some basic skills and expertise about the programs and project planning, implementation and monitoring process for public environment change in circumstances of concrete quality requirement and limitations for time and resources. The course is related with the following courses: Regional Development planning, Funds for Social and Economic cohesion etc., and the development of master thesis.

Course content:

The course includes the following main topics: The essence of programs and projects management, Phases of programming, identification, formulation and detailed planning, Feasibility study, Funds raising, Programs and projects organization, implementation and monitoring.

Teaching and Assessment:

Training in the course is accomplished by lectures, seminars and supervised extracurricular work - course assignment including concrete practical cases in the area of regional development. The lectures are visualized by overhead projector and multimedia. The student develops independently an assignment. The overall evaluation is built on the written exam and the self-prepared course assignment.

2931 MANAGEMENT OF COMMUNITY SERVICES**ECTS credits:** 6**Weekly workload:** 4lec+3sem**Assessment:** Continuous assessment**Type of exam:** written**Department involved:** Dep. of Business and Management, Faculty of Business and Management**Lecturers:**

Assoc. prof. Emil Papazov, PhD. Department of Business and Management

Tel. (+359) 82 888 518 e-mail: epapazov@ecs.ru.acad.bg

Assoc. prof. Diana Antonova, PhD. Department of Business and Management.

Tel. (+359) 82 888 557 e-mail: prim@jusoft.net

Abstract:

The course will reveal some problems and tendencies in the community access to public services as well as the way such services are promoted through central/local and commercial/non-commercial initiatives. The management aspects will be demonstrated on the basis of practical examples from the field of tourism, administration, education, health- and childcare.

Course content:

Public services and public economics; demand and supply of public services; prognosis and planning of public services; mechanism of realization of plans concerning public servicing; specific areas of public servicing and its management.

Teaching and assessment:

Educational methods like lectures, seminars, self-study, discussions and games will be used during the course performance. Students will have read materials or written essays prior to class so that they are prepared to discuss theoretical or practical problems. To some of the discussions experienced external experts will be invited to moderate the process. Students' work will be evaluated after fulfilment of each task and afterwards through a preliminary grade reflecting the performance of each participant during the semester. The end grade is given after solving a short test. The test will not be obligatory for class attendants who have actively used the learning-by-doing educational methods for their preparation.

**POSTGRADUATE
STUDIES
IN
MARKETING**

**PROFESSIONAL STANDARDS
OF THE MASTER IN
MARKETING**

(for holders of a Bachelor degree in Marketing)

DEGREE COURSE: **MARKETING**
EDUCATIONAL DEGREE: **MASTER**
PROFESSIONAL QUALIFICATION: **ECONOMIST – MARKETOLOGIST**
DURATION: **1 year (2 semesters)**

The basic goal of the Master course in Marketing is to shape the profile of the market analyst or marketologist whose economic background makes him/her suitable for employment on both national and international level on the basis of serious theoretical and professional specialization concerning the mechanisms of functioning market economy and the growing role of marketing as an instrument for raising the effectiveness of economic decisions.

General and Specialized Training

The MA course in Marketing has a three module structure. The first is oriented to the more general disciplines, whilst the other two (Module 2 and Module 3) offer a more narrowed specialization on the issues of national or international marketing. Master students have the right to choose one specialized module according to preferences. Those are the disciplines involved in the Master course in Marketing allowing students to gain additional knowledge and competences in the field of marketing theory and experience:

- **Module One** – Strategic Management, Marketing Analyses, Controlling and Corporate Analysis, Systems for Quality Management, International Law.
- **Module Two, oriented to National Marketing** – Industrial Marketing, Service Marketing, Consumer Goods Marketing.
- **Module Three, oriented to International Marketing:** - International Business, European Economic Cooperation, International Investment Projects Management.

The course is organized for a period of two semesters and finishes with the preparation and defense of a Master Thesis.

General and Specialized Skills

The masters in Marketing should have a sound theoretical basis in all types of forecasting, planning, reporting, monitoring activities in national and international enterprises and companies. They develop further their specialist skills in either the sphere of National or International Marketing. This makes them confident in doing marketing research, analysis and develop marketing plans, marketing strategies, investment projects with national or international participation, business plans, etc.

Employment opportunities

The masters in Marketing can be employed as economists in enterprises and companies from the private, cooperative and public sector where production and its realization on the market requires the exploration and development of national and international markets. They can also work as consultants in Scientific Research Departments or institutions. They qualify for all types of economic positions which require from the applicant to be a holder of a master degree.

CURRICULUM
of the Master's degree course in
MARKETING

Year one

Code	Semester one	ECTS	Code	Semester two	ECTS
	<i>Compulsory discipline</i>			<i>Compulsory discipline</i>	
1666	Strategic Marketing	6	1675	Industrial Marketing	5
1667	Marketing Analyses	7	1677	Service Marketing	5
1669	Controlling and Corporate Analysis	6	1679	Consumer Goods Marketing	5
1671	Systems for Quality Management	5	1681	Diploma Thesis	15
1673	International Law	6			
	Total for the semester:	30		Total for the semester:	30

1666 Strategic Marketing**ECTS credits:** 6**Assessment:** изпит**Department involved:** Dept. of Economics, Faculty of Business and Management**Lecturer:** Assoc prof.. Peter Banchev Petrov, PhD, Dept. of Economics, Faculty of Business and Management

E-mail: pban@abv.bg

Weekly workload: 6lec**Type of exam:** written

Abstract: The goal of the course is to build up competences and skills in order to maintain the strategic compatibility between organization goals and organization potential in the sphere of marketing. Thus strategic marketing confirms itself as an important part in Strategic Marketing Management and strategic marketing planning. SM shows what marketing measures the organization should take, especially its management in order to achieve maximum results from its activity on the basis of most economical exploration of resources.

Course content: Theoretical basis of strategic marketing decisions; Methodical solutions of strategic marketing. Strategic decisions for the development of the market; Strategic product decisions; strategic price decisions; strategic distributive decisions; strategic communication decision

Teaching and assessment: Lectures are interactive, well visualized, involve a lot of discussions and employ the case study teaching method. Final assessment is based on the semester unseen written exam.

1667 Marketing Analyses**ECTS credits:** 7**Assessment:** exam**Department involved:** Dept. of Economics, Faculty of Business and Management**Lecturer:** Assoc. prof. Georgi Valchev, PhD, Dept. of Economics, Faculty of Business and Management

Tel.: 888-357, e-mail: GValchev@ru.acad.bg

Weekly workload: 6lec**Type of exam:** written

Abstract: The goal of the discipline is to provide knowledge and skills concerning the application of the variety of approaches and methods for the analysis of the marketing environment and for taking effective marketing decisions.

Course content: Characteristics of marketing analysis. Sales analysis. Marketing costs analysis. Market share analysis. Analysis of marketing productivity and the application of financial indicators.

Teaching and assessment: The lecture course is pragmatically oriented. It includes the solution of concrete tasks from marketing reality. The final ECTS grade is based on an unseen written exam including two questions from the lecture course.

1669 Controlling and Corporate Analysis**ECTS credits:** 6**Assessment:** exam**Department involved:** Dept. of Economics, Faculty of Business and Management**Lecturer:** Assoc. prof. Georgi Valchev, PhD, Dept. of Economics, Faculty of Business and Management

Tel.: 888-357, e-mail: GValchev@ru.acad.bg

Weekly workload: 6lec**Type of exam:** written

Abstract: The goal of the discipline is clarify the function of market relations on micro- level. In the difficult years of the transition a lot of businesses rely on short-term economic success and do not take into account that there are precise and effective instruments for the analysis of real economic conditions. Neither do they take into consideration the opportunity to change the direction of the market, economic and social goals of their business. The present lecture course is an attempt to give some practical ideas on how to implement controlling in our Bulgarian firms and companies wishing to achieve success at a moment of economic recession..

Course content: Market environment and the necessity for goal-oriented management. Controlling in the system of management cycle. The system of controlling. Functional structure of controlling. Planning and control sub-system within the system of controlling. Budgeting and Controlling. Management by results and controlling.

Teaching and assessment: The lecture course is pragmatically oriented. It includes the solution of concrete cases in a goal-oriented business environment. The final ECTS grade is based on an unseen written exam including two questions from the lecture course.

1671 Systems for Quality Management

ECTS credits: 5

Weekly workload: 5lec

Assessment: exam

Type of exam: written

Department involved: Dept. of Technology of Machine Building and Metal Cutting Machines,, Faculty of Mechanical and Manufacturing Engineering

Lecturer: Assoc. prof. Tsvyatko KorijkovGeorgi Valchev, PhD, Dept. of Technology of Machine Building and Metal Cutting Machines, Tel.: 888-493, e-mail: korijkov@ru.acad.bg

Abstract: The goal of the discipline is to acquaint students with the methods of quality management and acquire skills for setting up, documenting, implementing and continuous improvement of the system for quality management on the basis of the series of standards of the type ISO 9000.

Course content: A historical look at the SQM. Types of SQM standards. Product, service or process quality. Principles and methods for quality management. The process approach to setting up a system of quality control. Management of resources. Processes for measuring, analysis and improvement of quality. Managing SQM documentation.

Teaching and assessment: The lecture course is pragmatically oriented. The final ECTS grade is based on an unseen written exam including tasks on the application of the methods for managing quality and planning of SQM.

1673 International Law

ECTS credits: 6

Weekly workload: 6lec

Assessment: exam

Type of exam: written

Department involved: Dept. of Civil Law, Faculty of Law

Lecturer: Prof. N. Minchev, Dept. of Civil Law, Faculty of Law e-mail: NMinchev@ru.acad.bg

Principal assist. Prof. Katya Soicheva, Dept. of Civil Law, Faculty of Law, e-mail: KStojtcheva@ru.acad.bg

Abstract:

The goal of the discipline is: to acquaint students with the rising importance of international law in a highly competitive and international business environment, to help students orient themselves in the sphere of legal problems attracting foreign legislation for the solution of legal cases knowing the limits of International Law implementation.

Course content:

Basic acts of International Private Law. Law institutions –interrelations and comparative look t some of them. Attempts to look for the specifics of International Private Law in the sphere of marketing.

Teaching and assessment:

The lecture course is practically oriented. The final ECTS grade is based on an unseen written exam including 2 tasks on IPL and the participation of students during lectures.

1675 Industrial Marketing

ECTS credits: 5

Weekly workload: 9 lec

Assessment: exam

Type of exam: written

Department involved: Dept. of Economics, Faculty of Business and Management

Lecturer: Assoc. prof. Georgi Valchev, PhD, Dept. of Economics, Faculty of Business and Management

Tel.: 888-357, e-mail: GValchev@ru.acad.bg

Abstract:

Peculiarities of marketing in industrial business. Market opportunities for the industrial firm. Peculiarities of marketing research in industrial marketing. Marketing aspects in intermediary trade. Problems of marketing with spare parts, separate details, raw materials, etc.. The goal of the discipline is to form the competences of students for correct and precise market evaluation of the processes and phenomena in a concrete environment through implementing modern marketing methods and approaches. Students are also expected to be able to use industrial marketing tools and their practical application in a concrete market environment.

Course content:

Market environment and the necessity for goal-oriented management. Controlling in the system of management cycle. The system of controlling. Functional structure of controlling. Planning and control sub-system within the system of controlling. Budgeting and Controlling. Management by results and controlling.

Teaching and assessment:

The lecture course is practically oriented and well visualized. The final ECTS grade is based on an unseen written exam and student participation in lectures.

1677 Service Marketing**ECTS credits:** 5**Assessment:** exam**Department involved:** Dept. of Economics, Faculty of Business and Management**Lecturer:** Prof. Lilia Karakasheva, Dept. of Economics, Faculty of Business and Management
Tel.: 888-357, e-mail: Lilia@bol.bg**Abstract:**

The major issues of the course are: nature of services as an object of marketing, types of services subject to exchange, specificity of service compared to a material product, specificity of market tools on the service market.

Course content:

Service Marketing-nature and specificity. Marketing of the relations seller-buyer in the sphere of services. Life cycle of services. Financial services and markets. Engineering and consultancy services and markets. State regulation of services. Strategies and standards on the market of services. Internationalization of services. Marketing of internet services.

Teaching and assessment:

The lecture course is practically oriented and well visualized. The final ECTS grade is based on an unseen written exam and student participation in lectures.

Weekly workload: 9 lec**Type of exam:** written**1679 Consumer Goods Marketing****ECTS credits:** 5**Assessment:** exam**Department involved:** Dept. of Economics, Faculty of Business and Management**Lecturer:** Assoc. prof. Liliana Mencheva, Dept. of Economics, Faculty of Business and Management
Tel.: 888-357, e-mail: Lilia@bol.bg**Abstract:**

The course goal of Consumer Goods Marketing is competences for professional entrance into marketing matters which will allow students to give practical marketing solutions to occurring problems such as market segmentation, the choice and implementation of marketing research tools, etc. This is achieved through gradual review of basic marketing problems such as consumer and market characteristics, patterns of consumer demand, patterns for decision making concerning the purchase of a product, reaction of the customer after the purchase, the specificity of consumer behaviour, etc.

Course content

Consumer Goods and Services Market. Cognitive process. Approaches to decision making when purchasing from unorganised markets. Cultural and social factors, having an impact on consumer behaviour. {ersons and psychological factors. Marketing strategies and the behaviour of the individual consumer.

Teaching and assessment:

The lecture course is practically oriented and well visualized. The final ECTS grade is based on an unseen written exam and student participation in lectures.

Weekly workload: 9lec**Type of exam:** written**1681 MA Thesis****ECTS credits:** 15**Assessment:** defense of MA Thesis**Type of exam:** written and oral**Department involved:** Dept. of Economics, Faculty of Business and Management**Supervisors:** The academic staff of the Dept. of Economics, Faculty of Business and Management**Abstract:**

The MA Thesis is an essential part from the curriculum of the Master in Marketing. It gives the student the opportunity to show their capacity of independent researchers capable of planning and accomplishing their MA Thesis and demonstrate creativity and professional competence. Such paper is usually written under the guidance of a supervisor from the department unless the graduate student feels totally prepared for such an endeavour. The MA Thesis is finally defended before a State Examination Board. The final assessment involves the grade of the MA paper text and its public defense before the Board where the student has to demonstrate good speaking and presentation skills.

**POSTGRADUATE
STUDIES
IN
EUROPEAN STUDIES**

**PROFESSIONAL STANDARDS
OF THE MASTER IN
EUROPEAN STUDIES**

Title of Degree Course: **European Studies**
 Educational Degree: **Master**
 Professional Qualification: **European Affairs Professional**
 Length of course: **2 years (4 semesters)**

The profile of European Studies master's qualification consists of **subject specific and generic competencies of European Affairs professionals at decision making level**. These competences meet the demands of the public sector and governmental agencies, national and transnational non-governmental organizations, international organizations and European institutions, the private sector; the media and the information centers. They reflect knowledge, awareness and abilities which are being acquired for a **period of two years** of teaching, learning and assessment (equivalent to 120 credits) within the multi-, and interdisciplinary area of European Studies.

The subject specific competences encompass:

1. Knowledge of:

Culture and Civilization

European Civilization; Modern European History; Comparative Cultural Studies;

Politics and Policies

European Integration, Common Policies in the European Union; Current practices of European institutions; Political Problems of South-East Europe;

Administration and Law

Comparative Administration; Institutions and Decision Making in the European Union; European Law;

Economics and Management

International Economics; The Economic and Monetary Union; Social-and-Economic Development of Europe, Regional and Cross-Border Project Management

2. Awareness of:

- the complexity of the process of European integration and the enlargement of EU;
- the debates about European citizenship and European identity;
- points of view deriving from European or non-European national and cultural backgrounds;
- the relevance of European Studies in the contemporary development of Europe.

3. Abilities to:

- work on an interdisciplinary area;
- communicate in a multicultural team;
- identify and use appropriate sources of information in all relevant areas;
- use research methods for regional analysis;
- reflect on one's own values and question concepts, ideas and theories;
- interpret European events in national, regional and local frameworks;
- communicate in two foreign languages (German and English) using appropriate terminology.

The generic competences refer to:

- capacity for analysis and synthesis;
- capacity for applying knowledge in practice;
- appreciation of diversity and multi-culturality;
- project design;

- ability to work in an international context;
- ability to use a third foreign language (Bulgarian or Romanian);
- team-working and leadership skills.

These competences are being developed through ***diverse methods of teaching and learning***, i.e. participating in lectures, seminars, practical exercises, simulation games, tutorials, surveying literature and collecting relevant data, working on assignments (such as producing, co-producing and presenting essays, reports and papers), internship, participating in and moderating discussions, meeting experts from the professional practice, designing projects, writing and defending a graduation thesis. The level of the development of ***each competence is being assessed via a range of appropriate methods***, such as oral and written in-semester or post-semester examinations, estimation of the contribution to discussions and debates, evaluation of essays, reports, papers, projects, of the written graduation thesis and its oral defense.

CURRICULUM
of the Master's degree course in
EUROPEAN STUDIES

Year one

Code	Semester one	ECTS	Code	Semester two	ECTS
	Compulsory disciplines			Compulsory disciplines	
0326	European Integration	6	0211	European History	3
0404	International Economics	6	1323	European Civilisation	5
0781	Comparative Administration	6	1325	Economic and Monetary Union	4
1348	Intercultural Communication	6	1326	Institutions and Decision Making in the EU	4
	Electives (a choice of one discipline from group 1 and one from group 2)		1324	Methods of Regional and EU Analysis	3
0862	Bulgarian Language (1group)	3	0015	Internship	6
1318	Romanian Language (1group)	3	0016	Summer School in European Integration	2
1319	German Language (2group)	3		Electives (a choice of one discipline)	
1320	English Language (2 group)	3	1328	Bulgarian	3
			1329	Romanian	3
Total for the semester:		30	Total for the semester:		30

Year two

Code	Semester three	ECTS	Code	Semester four	ECTS
	Compulsory disciplines			Compulsory disciplines	
0017	Comparative Cultural Studies	6	1043	Political Problems in South-East Europe	3
0018	Common Policies in the EU	6	1071	Management of Regional and Cross-border Projects	4
0204	European Economic and Social Development	6	1474	Regional or Cross-border Project	4
0439	European Law	6	1480	Team Work and Leadership	4
	Electives (a choice of one discipline)	6	1482	Graduation Procedure	
0476	Research Methods	6		Master Thesis	15
0898	Professional Communication	6			
Total for the semester:		30	Total for the semester:		30

Total for the period of study: 120 ECTS credits

0326 European Integration

ECTS credits: 6

Weekly workload: 2lec+2sem

Assessment: exam

Type of exam: written

Department involved: Dept. of European Studies, Faculty of Business and Management

Lecturer:

Pr. Assist. Prof. Mimi Kornazheva, Dept. of European Studies, University of Ruse

Lothar Jaschke, expert at the Council of the European Union, Tel: +359 82 825667

Abstract: The course aims at the development of the following competences: knowledge about European integration and the enlargement of EU; Awareness of the complexity of the process of European integration; Awareness of points of view deriving from European or Non-European national and cultural backgrounds; Ability to reflect on one's own values and question concepts, ideas and theories; Ability to interpret European events in national, regional and local frameworks; Ability to identify and use appropriate sources of information in the relevant area; Ability to communicate in English using appropriate terminology.

Course content:

A. Ideas/visions of Europe: *The changing nature of Europe; Where is Europe; Visions of Europe.*

B. Theories of European integration: the background - *Mitrany and functionalism; Spinelli and federalism; Monnet and functional-federalism; the theories* - *Neo-functionalism; intergovernmentalism; Liberal intergovernmentalism The study of the EU as public policy analysis; Multilevel governance; Supranational governance.*

C. Origins and development of the integration process:

1. *First steps towards integration (1945-58)- internal and external catalysts, the Schuman Declaration, the European Coal and Steel Community, the European Defense Community and the European Political Community, The European Economic Community and the European Atomic Energy Community ;*
2. *Deepening and widening (1958-92) - The European idea reshaped- the Empty Chair Crisis and the Luxemburg compromise. The dark ages of European integration. Reviving the European Idea - the Single European Act; From Community to Union; Reforming the Union - from Maastricht to Lisbon ;*
3. *The policy of enlargement of the EU - From six to nine with Great Britain, Ireland and Denmark; The Southern Enlargement (Greece, Spain and Portugal); The third wave (Austria, Sweden and Finland join the EU); The Big bang enlargement on 1 May 200 - Ten new EU members; 1st January 2007 - accession of Bulgaria and Romania in the EU.*

Teaching and assessment

The methods of teaching and learning include: lectures and seminars; tutorials; surveying appropriate sources of information; annotating scientific articles; meeting an expert from the professional practice; working on an assignment and producing a paper of 10 pages on one of the two topics: "What is Europe?" ; "What is the European Union?".

Final assessment is based on attendance and student participation, paper and written exam.

0404 International Economics

ECTS credits: 6

Weekly workload: 2lec+ 2sem

Assessment: exam

Type of exam: written

Department involved: Academy of Economic Studies, Bucharest, University of Ruse

Lecturer: Assoc. prof. Rodica Milena Zaharia, Faculty of International Economic Relations, Academy of Economic Studies, Bucharest, e-mail: rodicazaharia@hotmail.com

Abstract

The course aims:

- to provide broad understanding of economics in relation to international trade;
- to allow students to become aware of the current problems of international economics and the role of international organizations in the world economy;
- to provide knowledge about the economy of the European Union and its impact on the economies of Europe.

Course content

The main framework of the world economy and the main actors on the international stage. International trade theory. International trade policy. Exchange rates and open economy macroeconomics. Globalisation. The economy of the EU. The economies of Europe.

Teaching and assessment

The lecture course is interactive and pragmatically oriented. Students have access to on-line data and are required to take an active part in seminars and make presentations on topics defined during lectures or seminars. Attendance and participation contribute to the final ECTS grade. The rest of the grade comes from the results from the written exam.

0781 Comparative Administration**ECTS credits:** 6**Weekly workload:** 2lec + 2 sem**Assessment:** exam**Type of exam:** oral and written**Department involved:** Dept. of European Studies, University of Ruse, Academy of Economic Studies, Bucharest**Lecturer:** Assoc. prof. Claudia Popescu, PhD, Academy of Economic Studies, Bucharest

e-mail: bcdpopescu@xnet.ro

Abstract

The course aims:

- to make students become familiar with key concepts related to public administration and to provide understanding of the administrative process in Europe;
- To provide knowledge about representative governments and administrative systems of EU member states and applicant countries from a comparative perspective;
- To help build a new administrative culture for the future European affairs practitioner.

Course content

Public administration and public management. Approaches to public policy. The European public policy: actors, institutions, instruments. The European public policy process: agenda setting, policy formulation, decision making, implementation, evaluation. Representative government in Europe: the Executive, Parliaments, Political Parties, elections and electoral systems. Levels of governance in Europe: diversity of national practices. Administrative systems in Western and Eastern Europe.

Teaching and assessment

Teaching is conducted by interactive lectures and seminars. Student-centered learning is encouraged. The course offers on-line access of teaching material to learners. The course assignment is focused on "Levels of Governance in My Country". Assessment is based on attendance, participation and presentation of the course assignment and on the written exam.

1348 Intercultural Communication (ICC)**ECTS credits:** 6**Weekly workload:** 2lec + 2 sem**Assessment:** exam**Type of exam:** oral and written**Department involved:** Department of European Studies, University of Ruse**Lecturer:**

Assoc. prof. Yuliana Popova, PhD, Department of European Studies, University of Ruse

Juliana Roth, PhD, University of Munich, Germany, e-mail: juliana77popova@abv.bg

Abstract

Course aims:

- To provide theoretical background for the understanding of the diverse cultures and the relevant communication patterns;
- To develop knowledge and skills for the application of relevant communication strategies and tactics for behaviour in a multicultural environment as well as for effective participation in intercultural communication, including international negotiations.

Course content

Introduction to ICC – roots and development of ICC, critical concepts in ICC. Culture and communication as basic concepts of ICC. The concept of the stranger. Intercultural adaptation and intercultural competence.

Teaching and assessment

Lectures and seminars are interactive and encourage student centered learning and presentations. Teaching is conducted with simulation games, video recording, case studies, role play, discussions and plenty of video films. The course finishes with a research task, a course assignment. Assessment is based on the results from the written exam and on attendance, seminar participation and presentation of the course assignment.

0862 Bulgarian/ 1318 Romanian/ 1319 German/ 1320 English**ECTS credits:** 3**Weekly workload:** 4 ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Department of European Studies, University of Ruse**Lecturer:**

Pr.asist.prof. Vesselina Gachevska, Department of European Studies, University of Ruse

e-mail: vgachevska@ecs.ru.acad.bg

Yulia Frateva, Department of European Studies, BRIE, University of Ruse

Nencho Tsankov, Department of European Studies, University of Ruse

Pr. Assist. Prof. Romyana Rashkova, Department of Foreign languages, University of Ruse

rumyanarashkova@yahoo.co.uk

Abstract

The goal of each respective courses is:

- To tune the language knowledge and skills of the learners on one of the first two elective languages, Bulgarian and Romanian.
- To develop skills and competences for applying the foreign language as a means of communication in a multicultural environment.
- To improve the speaking and writing skills of the learners.

Course content

The course content of each of the disciplines is defined by the language level of the respective learners. In Bulgarian and Romanian learners are expected to rise from level A1 to level A2 or B1 of the European Framework of Languages. In English and German they are expected to move from upper intermediate level to advanced or proficiency level (B2→C1 or C2).

Teaching and assessment

The language courses are conducted in practice sessions or practicals and are well garnished with audio- and video-material and plenty of hand outs. The lecturers select the most appropriate textbook and system of learning for each particular group of students. It is worth mentioning that language courses are also full of emotion and simulation games that create a student-friendly atmosphere. Very often class work is bound to get information about the cultural identity of each BRIE student which is really interesting for the other members of the group. Assessment is based on continuous tests, home-works and active participation in the language work during practicals.

0211 European History**ECTS credits:** 3**Weekly workload:** 2lec+1sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of European Studies, University of Ruse**Lecturer:**

Assoc. prof. Valentin Spridonov, Veliko Tarnovo University;

Guest-lecturer at the University of Ruse, Tel: 888 811

Abstract

The goal of the discipline is:

- To acquaint students with the political, economic and social development of modern Europe.
- To introduce the basic terminology in German necessary for the normal functioning of the course.

Course content

Europe at the end of the 19th century and the early 1920s – industrialization, modernization, parliamentary life. WW1 – economic, social and political tendencies. Europe between the wars. WW2 – development and consequences for Germany and Europe. Europe after 1945..

Teaching and assessment:

Lectures and seminars rely on two methods- the interactive one and the self-learning method. Students have free access to the lecturer's hand outs. They are required to write on, present and reveal one historical and social problem from the history of Europe (in written and oral form). The final ECTS grade depends on: the final exam and their contribution to seminar work including the presentation of the written paper.

1323 European Civilisation

ECTS credits: 5

Weekly workload: 2lec+1sem

Assessment: exam

Type of exam: written

Department involved: Department of European Studies, University of Ruse

Lecturer:

Prof. Angelova, PhD, Department of European Studies, University of Ruse

Tel: 888 811, e-mail: penkaangelova@yahoo.de

Abstract

Der Kurs vermittelt Kenntnisse über die Europäische Zivilisation, verstanden als *das Verbindende der europäischen Kulturen*. Die Studierenden sollen mittels einer interkulturellen Perspektive mit den besonderen Problemen der europäischen Zivilisation, mit ihren Wertvorstellungen in einer synchronen und diachronen Weise vertraut gemacht werden. Die Herangehensweise ist transdisziplinär, es werden sowohl historische, als auch soziologische, politologische, anthropologisch-philosophische u.a. wissenschaftliche Ergebnisse bei der Erforschung der EZ angewandt. Als Grundlage werden die drei Säulen der europäischen Zivilisation – die materielle, die soziale und die mentale Organisation – untersucht.

Course content

Gegenstand, Aufgaben und Organisation der Europäischen Zivilisation. Einführung in den Kultur- und Zivilisationsbegriff. Materielle Zivilisation. Die alten Zivilisationen. Der Übergang zur EZ. Das Gedächtnis der Zivilisation. Formen und Funktionen kultureller Aufbewahrung. Feiertage, Hymnen, Denkmäler. Schrift und Kulturgedächtnis, Geschichte als soziales Gedächtnis. Beispiel Totalitarismen. Soziale Organisation. Formen und Funktionen menschlicher Figurationen. Das Europa der Religionen. Massen und Massenstrukturen. Der Stachel des Befehls. Zivilgesellschaft. Gesellschaft und Verantwortung. Informations Philosophische Anthropologie. Die Selbstwahrnehmung und Selbstdeutung im Osten und im Westen gesellschaft v/s Dehumanisierung des Menschen. Mentale Organisation. Anthropologische Theorien. Multiple Identitäten in einem multikulturellen Europa. Balkanidentitäten

Teaching and assessment

1. Regelmässige Teilnahme und Mitarbeit an Vorlesung und Seminar – 20 %
2. Anfertigen der Seminararbeit (Teamwork) und Präsentation – 30 %

Bewertungskriterien für die Seminararbeit: umfassende interdisziplinäre Darstellung des Themas; übersichtliche Strukturierung und logischer Aufbau; stringente Argumentation; formale einheitliche Darstellung

3. Mündliche Prüfung – 50 %. Bewertungskriterien: allgemeines Überblickswissen über die Inhalte; Begründungs- und Argumentationsfähigkeiten; Anwendungswissen: Fähigkeit, das Gelernte auf konkrete Beispiele anzuwenden und übertragen zu können.

1325 Economic and Monetary Union

ECTS credits: 4

Weekly workload: 2lec+1sem

Assessment: exam

Type of exam: written

Department involved: Department of European Studies, University of Ruse

Lecturer:

Prof. Dumitru Miron, PhD, Faculty of International Business and Economics, Academy of Economic Studies, Bucharest, Romania, e-mail: dumitru_miron@yahoo.com

Abstract

Course goals: Knowledge of the economic and monetary union; Awareness of the complexity of the process of European integration; Awareness of points of view deriving from European or non-European national and cultural backgrounds; Ability to identify and use appropriate sources of information; Ability to reflect on one's own values and question concepts, ideas and theories; Ability to interpret European events in national, regional and local frameworks; Ability to communicate in English using appropriate terminology.

Course content

Economic Integration in a historical and political perspective . Economic Analysis of Preferential Trading Areas. Theory of Optimum Currency Areas. Costs and Benefits of a Common Currency. The European Monetary System. The Transition to a Monetary Union. The European Central Bank. Fiscal Policies in Monetary Unions. Monetary Policy in the Eurozone. The Euro and Financial Markets

Teaching and assessment

The course is carried out through lecture and seminars, involving projection of video films, the case study method, discussions with representatives from the respective professional field. Assessment is based on: attendance and contribution to seminars, the written exam, the oral exam, the evaluation of a 5-page research paper.

1326 Institutions and Decision Making in the EU**ECTS credits:** 4**Weekly workload:** 2lec+2sem**Assessment:** exam**Type of exam:** written**Department involved:** Department of European Studies, University of Ruse**Lecturer:**

Pr. Assist. Prof. Emanuil Kolarov , Law Faculty, University of Ruse

Tel.: 888 760, E-mail: ekolarov@ru.acad.bg

Abstract

This interdisciplinary course aims to acquaint students with the institutional frame of the EU, its structure and the intensive law-making processes taking place there. An additional emphasis is laid on those national institutions in Bulgaria closely linked with the process of European integration and the decision-making there.

Course content

The EU as a legal body - division of competences among institutions and between the EU and its institutions, on the one hand, and between member countries and their respective societies, on the other. EU institutions. Legal acts of the EU: types, juristic action and procedures for their acceptance. The role of national institutions in EU decision making.

Teaching and assessment

Teaching is by interactive lectures and seminars. The semester finishes with a general test for which the students should be able to show not only theoretical competence but skills to interpret concrete legal situations from activities of EU institutions to their compatibility with the legislation of member or accession states. The final ECTS grade is based on three components: the result from the participation and attendance during lectures and seminars, the presented course assignment and the results from the written exam.

1324 Methods of Regional and EU Analysis**ECTS credits:** 3**Weekly workload:** 1lec+2ps**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of Business and Management, University of Ruse**Lecturer:**

Assoc. prof . Aleksandar Petkov, Department of Business and Management, University of Ruse

Tel.: 888776, E-mail: apetkov@ecs.ru.acad.bg

Abstract

This course aims: to acquaint students with the various research methods; to improve their skills of implementing these methods of analysis and prognosis; to equip students with the methodological skills for regional and EU analysis in the spheres of regional demography, sociology, economics.

Course content

Research designs and basic statistical methods. Methods of regression analysis. Demographic methods and analysis. Regional economic analysis techniques. Forecasting and building measures.

Teaching and assessment

Practice sessions are twice more than lectures which shows the practical orientation of the course. Practical work is done in a computer laboratory and students have a free on-line access to teaching materials. Students are required to exercise effort and do their own regional analysis with the available software and the acquired skills for quantitative analysis. Assessment is complex – it takes into consideration the activity of each student during the practice sessions, the course assignment and the regular semester tests.

0015 Internship**ECTS credits:** 6**Duration:** 70 hours**Department involved:** Department of European Studies, University of Ruse**Lecturer:** All lecturers from the Dept. of European Studies, working for BRIE (Bulgarian-Romanian Interuniversity Europe) Centre**Abstract**

Work placement aims at giving students practical experience and develop abilities to apply knowledge in practice.

Teaching and assessment

Students work for public, private and third sector organizations. They are obliged to produce reports, including self-evaluation. The reports are taken into account within their final assessment in the framework of the graduation procedure.

0016 Summer School in European Integration

ECTS credits: 2**Duration:** 25 hours**Assessment:** continuous assessment**Department involved:** Department of European Studies, University of Ruse**Module unit leader:** Lothar Jaschke – Expert at the Council of the European Union**Abstract**

The goal of the summer school is to equip students with **subject specific competences** such as awareness of the complexity of the process of European integration – Europe in the World, awareness of the relevance of European studies in the contemporary development of Europe, ability to reflect on one's own values and question concepts, ideas and theories, ability to interpret European events in national, regional and local frameworks, ability to communicate in a foreign language /English/ using appropriate terminology. The **generic competences have to be:** capacity for analysis and synthesis, appreciation of diversity and multi-culturality, ability to work in an international context.

Course content:

Europe in the New World Order Common Foreign and Security Policy – failures and challenges of the future. Europe in the Global Economy. External Economic Relations of the EU. New Neighbourhood Policy of the European Union. Visiting the European Parliament in Brussels (Belgium). “How the European Parliament Works Today” – guided tour. Contemporary development of Europe as viewed by the European Parliament – a discussion with co-workers of Hans-Gert Poettering. Contemporary development of Europe as viewed by the European Parliament – a presentation and discussion with Johan Friedrich Colman - MEP (EVP-ED Fraction). Visiting the Supreme Headquarters Allied Powers Europe (SHAPE) in Cateau (Belgium). “Guaranteeing European Security” – guided tour. The Role and the New tasks of NATO – European Point of View. A presentation and discussion with Ludger Terbrueggen (an officer at SHAPE).

Teaching and assessment

Teaching involves lectures at the University of Bonn, seminars at European Institutions in Brussels and Cateau, visiting European Institutions. Students, who have attended all lectures, seminars and visits are assessed with “Pass”.

1328 Bulgarian Language/ 1629 Romanian Language

ECTS credits: 3**Weekly workload:** 4 ps**Assessment:** continuous assessment**Type of exam:** written**Department involved:** Department of European Studies, University of Ruse**Lecturer:**

Pr.assist prof. Vesselina Gachevska, guest lecturer Yu. Frateva, Department of European Studies, University of Ruse, Tel: 888810, E-mail: vgachevska@ecs.ru.acad.bg

Abstract

The second language module in Bulgarian and Romanian is an elective course and is oriented to build up skills and competences after the first introductory phase into these languages. At the end of this module course students should be able to read and understand short texts, to speak at levels A2 or B1 in close to real life situations. Grammar accuracy is especially important at this phase.

Course content

Course content depends on the level of student competence and should correspond to either level A2 or level B1 from the European Framework of Languages.

Teaching and assessment

Practical sessions are the best choice for language training at all levels. They also constitute a good opportunity for grammar and lexical work being provided with sufficient teaching materials - audio, video or multimedia products designed for language training purposes. The final ECTS grade is formed on the basis of continuous assessment procedure involving attendance and active participation in practice sessions and semester tests.

0017 Comparative Cultural Studies**ECTS credits:** 6**Weekly workload:** 2 lec+ 2sem**Assessment:** exam**Type of exam:** written**Department involved:** Chemnitz University of Technology, Germany**Lecturer:**

Prof. Dr. W. Aschauer, Chemnitz University of Technology, Germany

Abstract

This course offers students the opportunity to integrate the study of literature, cultural theory and intercultural transfer. Drawing on different perspectives in the world literature debate and introducing different ways of reading and interpreting the ideological agendas of cultural texts, the course examines how linguistic, social and cultural changes relate to cultural production, transmission and reception within the context of global modernity. The receiving university can offer students a number of courses similar in spirit and content to this one and corresponding to module *Culture and Civilisation*. This course is taken in Germany the third semester.

Course content

This module provides an introduction to recent debates in comparative and world literature and to key theoretical approaches to textual analysis in modern literary and cultural studies. We read a selection of texts that offer a range of perspectives on disputed issues (e.g. on value and meaning; patriarchal and colonial bases of western culture; ideology and power; cultural production and consumption; literary form and the canon; the nature and function of criticism). Students examine the claims of those perspectives and evaluate the usefulness of their insights for their critical analysis and understanding of cultural phenomena.

Teaching and assessment

The equal number of lectures and seminars guarantees the balanced approach to the course – theory is followed by a sufficient number of practical tasks during seminars. The individual assignment is another opportunity for the students for creative work on key issues of the course. Final assessment is based on the semester exam (80%) and the individual assignment together with active participation during lectures and seminars contributes 20% to the final ECTS grade.

0018 Common Policies in the EU**ECTS credits:** 6**Weekly workload:** 2 lec+ 2sem**Assessment:** exam**Type of exam:** written**Department involved:** Chemnitz University of Technology, Germany**Lecturer:**

Prof. Beate Neuss, PhD, Chemnitz University of Technology, Germany

Abstract

This discipline is taken the third semester in Germany. Students can have a number of choices concerning the common policies in the EU provided they choose a course compatible with the module *Politics and Policies*. Such compatible courses are : *Die neue EU und ihr Umfeld, Asylpolitik und Migration* and others.

Course content

Politics, national politics and common policies as concepts, sources, principles and the law system of the EU. The position of common policies in the law system of the EU. Economic, international trade and security policies. Other common community policies. What is the future of the common EU policies according to the drafted Constitution of Europe. Potential EU applicants and EU policies to them EU policy towards Russia.

Teaching and assessment

The equal number of lectures and seminars guarantees the balanced approach to the course – theory is followed by a sufficient number of practical tasks during seminars. Basic teaching methods for work with students are: international team work, discussion, case studies teaching method. The individual assignment is another opportunity for the students for creative work on key issues of the course. Final assessment is based on the semester exam which contributes to the final ECTS grade and the individual assignment and active participation during lectures and seminars which contribute.

0204 European Economic and Social Development**ECTS credits:** 6**Weekly workload:** 2 lec+ 2sem**Assessment:** exam**Type of exam:** written**Department involved:** Chemnitz University of Technology, Germany**Lecturer:**

Assoc. prof. Thomas Steger, Chemnitz University of Technology, Germany

Prof. Lang, Chemnitz University of Technology, Germany

Abstract

This course is taken in Germany the third semester but students have the freedom to choose other courses compatible with this one and well related to the module called *Economics and Management*. Such compatible courses are: *Corporate Management*, *Management of Societies in Transition*.

Course content

Part one: Introduction into the theme. Perspectives for the corporate type of management. Three patterns of corporate management. Част първа: Въведение в темата. Перспективи на корпоративния тип управление. Три модела за корпоративно управление.

Part two: Management culture in societies in transition. Instrument and concept management transfer.

Teaching and assessment

The equal number of lectures and seminars guarantees a balanced teaching approach to the course – theory is followed by a sufficient number of practical tasks during seminars. Basic teaching methods for work with students are: international team work, discussion, case studies teaching method. The individual assignment is another opportunity for the students for creative work on key issues of the course. Final assessment is based on the semester exam and the individual assignment and active participation during lectures and seminars also contribute to the final ECTS grade.

0439 European Law**ECTS credits:** 6**Weekly workload:** 2 lec+ 2sem**Assessment:** exam**Type of exam:** written**Department involved:** Chemnitz University of Technology, Germany; University of Ruse, Bulgaria**Lecturer:**

Prof. Niedobitek, PhD, Simone Ruth, Chemnitz University of Technology, Germany

Dr Emanuil Kolarov, Law Faculty, University of Ruse, e-mail: ekolarov@ru.acad.bg

Abstract:

This course is taken in Germany the third semester. In the receiving university students can choose a different course from the one in the curriculum of the MA Degree course, provided the chosen discipline is compatible with 0439 and corresponds to the module *European Law and Administration*.

The goal of the course is to acquaint students with the legal aspects of cooperation among countries in Europe. Emphasis is laid on the EU – its structure, institutional framework. Leading principles in legislation, the role of individuals in law implementation, the question of responsibility of different subjects. Attention is paid to the organization and activities of the Council of Europe and its law enforcement institution – the European Court of Human Rights – implementing the European Charter of Human Rights and Fundamental Freedoms.

Course content:

Common part: European Law – broad and narrow meaning, European law as a self-standing legal system; system of the law of the EU; principles of European law; sources of European law.

Special part: Law of the European union – sources, primary and secondary law; legislation and implementation; direct implementation, direct effect. Judicial system of the EU – european procedural law, proceedings before the judicial instances of the EU; liability under the EU law; colisions between national and community law; harmonisation of law.

Supplementary part: Council of Europe; Convention on Human Rights and Fundamental Freedoms; European Court of Human Rights; procedures before the ECHR.

Teaching and assessment:

Teaching is by seminars on which a short presentation of each topic will be provided by the lecturer. During seminars students work on texts and cases brought before the European Court of Justice and the European Court of Human Rights pointing on different problems occurring with implementation of the Treaties and ECHR principles and rules in the member states. Students develop skills for team work, oral and written presentation of legal matters. The semester finishes with an exam .The final ECTS grade is based on the result from participation and attendance during seminars, the presented course work and the exam.

0476 Research methods**ECTS credits:** 6**Weekly workload:** 1 lec+ 3ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Chemnitz University of Technology, Germany; University of Ruse, Bulgaria**Lecturer:**

Dr Thomas Steger , Chemnitz University of Technology, Germany

Abstract

This course is studied in Germany the third semester. It has the goal to acquaint students with the variety of research methods in preparing, implementing and analyzing sociological research data which students are expected to learn and apply successfully. As a whole the course has the task to orient the students to that type of competence that is necessary for the interpretation of qualitative data in sociological research using the standard software product - SPSS (Statistical Package for Social Sciences).

Course content

Kritik der klassischen quantitativen. Organisationsforschung Kernprinzipien der Geschichte der qualitativen Sozialforschung qualitativen. Organisationsforschung Forschungsprozess. Erhebungsmethoden. Analysemethoden.

Teaching and assessment

Theory is discussed at lectures. Theoretical knowledge is applied at practice sessions in the computer laboratory. During the practice sessions students are given the opportunity to get acquainted with and work with the Statistical Package for Social Sciences. Assessment also involves the evaluation of a course work (course paper). The final ECTS grade is based on the tests done and the presentation of the course work.

0898 Professional Communication**ECTS credits:** 6**Weekly workload:** 1lec+ 3ps**Assessment:** continuous assessment**Type of exam:** written and oral**Department involved:** Chemnitz University of Technology, Germany**Abstract**

This elective course is taken in Germany the third semester. Students have the opportunity to choose other disciplines compatible with Professional Communication which is fixed the curriculum of the Master degree in European Studies. The course aims at broadening student knowledge and competences for successful business communication in a foreign language with representatives of business organizations where German is a lingua franca. In addition, students are taught how to use texts with general orientation to business, economics and politics.

Course content

The course content complies with the above mentioned goals, including themes revolving around the fields of economics and the frequent patterns of language communication used in the sphere of business communication, economics and politics.

Teaching and assessment

In agreement with the practical bias of the discipline, training is conducted through lectures and practice sessions in ratio 1 against 3. Practice sessions are based on the principle of interactivity focusing on the development of the receptive, receptive-productive and productive skills of the learners. Work in the classroom involves a lot of audio and video material and stimulates international team work. Assessment is based on attendance, participation, results from tests and a semester assignment.

1043 Political Problems in South-East Europe

ECTS credits: 3

Weekly workload: 3 lec +0 sem

Assessment: preliminary oral exam

Type of exam: written and oral

Department involved: Department of European Studies, University of Ruse

Lecturer:

Prof. Vladimir Chukov, Department of European Studies, University of Ruse

Dr Zhelyu Zhelev, Ex-president of the Republic of Bulgaria

Abstract

The course aims:

- To establish relations between students, politicians and practitioners directly involved in resolving political problems in South-East Europe;
- To provide opportunities for students to express their views on the political problems of the region and discuss them with experts from political practice;
- To challenge students' theoretical perceptions and make them learn the lessons of real political life and experience;
- To develop students' corporate spirit' for the common European future of South-East Europe.

Course content

The New World order. Bulgaria's transition. United Balkans in united Europe. Regional security on the Balkans and the role of the Balkan Political Club. Economic revival of South-East Europe. The cultural potential of the Balkan countries as a factor of development. The contribution of non-governmental organizations for the security and stability in Europe. European perspectives for the Balkan countries. European and Balkan borders.

Teaching and assessment

Lectures are interactive and allow the involvement of students into discussions on concrete Balkan problems. Students are assigned to write and present a paper titled *What would I do for the common European future of South-East Europe, if I were a politician*. The final ECTS grade is either 'fail' or 'pass'.

1071 Management of Regional and Cross-Border Projects

ECTS credits: 4

Weekly workload: 3lec +3sem

Assessment: exam

Type of exam: written and oral

Department involved: Department of European Studies, University of Ruse

Lecturer:

Associate prof. Nikolai Naidenov, PhD, Department of Business and Management, University of Ruse

Senior assist. Prof. Daniela Yordanova, Department of Business and Management, University of Ruse

Abstract

Goals of the course: to provide knowledge about the process of development and management of regional cross-border projects; to equip students with basic project management terminology and tools; to provide assistance in acquiring practical skills for project literacy.

Course content

Goals and basic functions of projects. Programme framework of regional development projects. Problem identification and project ideas selection. Project formulation and detailed planning. Project financing. Project implementation. Project monitoring, evaluation and closing.

Teaching and assessment

Lectures and seminars are interactive and encourage students to work by themselves on the project, to make a presentation on a problem. There is on-line access for all materials necessary for the course. The final ECTS grade is complex – based on exam results and the active participation of students in the lectures and the seminars.

1474 Regional or Cross-Border Project**ECTS credits:** 4**Weekly workload:** 0 lec +4 ps**Assessment:** preliminary oral exam**Type of exam:** written and oral**Department involved:** Department of European Studies, University of Ruse**Lecturer:**

Associate prof. Nikolai Naidenov, PhD, Department of Business and Management, University of Ruse

Senior assist. Prof. Daniela Yordanova, Department of Business and Management, University of Ruse

Abstract: The aim of the discipline is to develop skills for project management, relevant to European practice; to develop team-working skills, relevant to project management.

Students work on a 20 page research project in teams of 4 or 5 within 40 contact hours going through the following stages: identification of a problem, logic frame of the project, creating the text for the project, work on the budget frame of the project.

Course content

Goals and basic functions of projects. Program framework of the projects for regional development. Identification of a problem and selection of project ideas. Project formulation and detailed planning. Project financing. Project implementation. Project monitoring, evaluation and closing.

Teaching and assessment:

Students work on a regional development project in teams under the guidance of the lecturers and the materials of the course in Regional and Cross-Border Project Management.

1480 Team work and Leadership**ECTS credits:** 4**Weekly workload:** 3 lec+ 3ps**Assessment:** exam**Type of exam:** written and oral**Department involved:** Department of European Studies, University of Ruse**Lecturers:**

Assoc.prof. Vassil Penchev, University of Ruse; Pr. Assist. Prof. Emil Kotsev, University of Ruse

Abstract: This course lasts for 10 weeks and aims:1)to provide knowledge about existing theories and practices of effective team work and leadership; 2) to train the students in team working and to develop their leadership skills.**Course content***Team work:* Definitions of teamwork. Reasons for the formations of groups. Groups vs. teams. Team cohesiveness, development and maturity. Team effectiveness. Team roles. Membership of successful teams. Personality and team (Myers-Briggs Type Indicator). Teams and total quality management. Teams and workforce diversity. Belbin team role. *Leadership:* attitudinal and situational approaches to leadership.**Teaching and assessment**

Lectures and seminars are interactive and allow the involvement of students into discussions on concrete problems of the discipline. The practice sessions include simulation games, self-assessment tests, the case-studies teaching method. The final ECTS grade is formed on the basis of the student's analysis of a case study and his or her activity during the discussion sessions.

1614 Master Thesis**ECTS credits:** 15**Assessment:** defense**Type of exam:** written and oral**Department involved:** Department of European Studies, University of Ruse**Lecturers:** The teams of lecturers from the University of Ruse, Academy of Economic Studies, Bucharest, Chemnitz University of Technology, European University Viadrina**Abstract:** The Master Thesis shows the maturity and preparedness of the graduate for research work. It can be written and defended in either English or German.**Course content**

The Master Thesis presents a problem chosen by the student who has done research on it, using the necessary methodology and research tools. This final paper should present the variety of theoretical interpretations of the problem and try to clarify its nature on the basis of empirical experience, the chosen research methods and research tools. The concluding part of the paper should attempt at giving an answer to the problem raised. Referencing the paper requires additional preparation and conscientious citation of sources used in the research work by the student both inside the text of the Master Thesis and in the bibliography.

Teaching and assessment

The Master Thesis is evaluated both as a text and as an oral defense by the academic examination board.

**POSTGRADUATE
STUDIES
IN
INDUSTRIAL
MANAGEMENT
AND
MARKETING**

**PROFESSIONAL STANDARDS
OF THE MASTER IN
INDUSTRIAL MANAGEMENT AND MARKETING**

Degree course: **Industrial Management and Marketing**

Qualification degree: **Master**

Duration of studies: **1 year (2 semesters)**

Prerequisites: **Holders of Bachelor degree in Industrial Management or relevant degree in the field of Social, economic and legal sciences (minimum study of 8 semesters)**

The general objective of the Master degree course in Industrial Management and Marketing is to prepare highly qualified managerial specialists for companies in the industrial and service economic fields, capable of actively participating in the processes of restructuring and increasing the effectiveness of the Bulgarian economic sector and its integration in the common European market on the basis of the preliminary acquired knowledge in the undergraduate education.

The professional area of the Master in Industrial Management and Marketing is to organise, plan, control and effectively manage the processes and activities of companies in the industrial economic field as well as in engineering and consulting companies and organisations, crediting departments of banking institutions, public organisations, etc., taking into consideration the requirements of the globalising and dynamically changing market economy and the increasing competition.

The professional preparation of the Master in Industrial Management and Marketing is secured by an appropriate set of courses in the following fields:

- Law – trade and taxation.
- Economics – price and price formation, market research, strategic marketing.
- Management – management of the industrial intellectual property, contemporary concepts and good practices for company management, logistics management.
- Information systems and technologies.

The Master in Industrial Management and Marketing acquires skills for:

- Marketing research and marketing analyses
- Development and management of business plans and projects
- Organisation and management of the activities of micro-, small- and medium-sized industrial, engineering and consulting companies and their structural units.
- Forecasting, planning and management of material flows and resources.
- Distribution and sales management
- Use of contemporary business information technologies.
- Management of the industrial intellectual property.

Typical occupations:

The graduates from the Industrial Management and Marketing degree course can work as managers or executive directors of micro-, small- and medium-sized companies; managers of the functional units of production, logistics, marketing, distribution and sales; in the crediting departments of banks; in the field of public administration; as managers of their own business.

CURRICULUM
of the Master's degree course in
INDUSTRIAL MANAGEMENT AND MARKETING

First year

Code	First semester	ECTS	Code	Second semester	ECTS
0268	Strategic Marketing	8	0294	Contemporary Concepts of Management	4
0289	Marketing Analyses	8	0300	Management of Delivery Chains	4
0265	Master Theses Development (seminar)	3	0302	Crisis Management in Business	4
			0303	Good Company Practices (seminar) MA Thesis	3
	A. Elective disciplines <i>(one is to be chosen)</i>				
0266	Market Research and Marketing Information System	5			
0293	Business Economics	5			
	B. Elective disciplines <i>(one is to be chosen)</i>				
0660	Quality Management Systems	6			
0661	Controlling and Corporate Analysis	6			
	Total for the semester:	30		Total for the semester:	15

0268 Strategic Marketing**ECTS credits:** 8**Weekly workload:** 4 lec + 2 sem + 0 labs + 0 ps**Assessment:** exam**Type of exam :** written**Department responsible:** Department of Economics, Faculty of Business and Management**Lecturer:**

Associate Professor Petar Banchev, Ph.D, tel. 888-357, E-mail: pban@abv.bg

Annotation:

The course in Strategic marketing is a requirement for receiving the Master's degree in "Industrial Management and Marketing". It aims to teach the contents and the main stages of developing strategic marketing solutions and their use in business and not –for-profit organizations. The expected results from this course are both theoretical knowledge and practical skills for developing and applying various marketing strategies under the conditions of free market economy.

Contents of the course:

The structure of the course is in accordance with the set objectives and consists of topics related to the theoretical base of the strategic marketing approach, the methodological base of the strategic marketing solutions for analysis and forecasts, as well as the strategic approaches concerning the price, product, distribution, and communication solutions. An emphasis is placed on the management approaches to strategic marketing as well as to the planning aspect of the strategic marketing solutions.

Technology of teaching process:

The teaching process aims at developing skills for writing strategic marketing plans using set goals, formulated strategies and appropriate marketing instruments. Students participate in practical case studies that involve the development of a mission, goals, and tasks in the target pyramid of the management of organizations. Students are also trained to take practical decisions based on marketing strategic analysis, planning and forecasting. They also develop strategic products and solve situations related to price, distribution, and communication.

0289 Marketing Analyses**ECTS credits:** 8**Weekly workload:** 4 lec + 2 sem + 0 labs + 0 ps**Assessment:** exam**Type of exam :** written**Department responsible:** Department of Economics, Faculty of Business and Management**Lecturer:**

Assoc. Prof. Georgi Emilov Valchev, PhD, tel. 888-357, e-mail: GValchev@ru.acad.bg

Annotation:

The learning of the "Marketing analyses" course is preconditioned by the necessity of objective and effective justification of all relevant decisions, connected with the change in the marketing environment. The general objective of the course is to develop knowledge and skills concerning the application of the different approaches and methods for analysis of the marketing environment and for the formulation of effective marketing decisions.

Contents of the course:

The course includes topics concerning: Characteristics of the marketing analysis; Analysis of sales; Analysis of marketing costs; Analysis of the market share; Analysis of the marketing productivity and the use of financial indicators.

Technology of teaching process:

The lecture course has predominantly practical orientation. Analysis of specific tasks from existing marketing cases. At the end of the course, an exam is held on 2 different course topics. The course is validated in accordance with the internal regulations of the University.

0266 Market Research and Marketing Information System**ECTS credits:** 5**Weekly workload:** 2 lec + 1 sem + 0 labs + 0 ps**Assessment:** exam**Type of exam :** written**Department responsible:** Department of Economics, Faculty of Business and Management**Lecturer:**

Associate Professor Petar Banchev, Ph.D, office number 888-357, E-mail: pban@abv.bg

Annotation:

The course "Market Research and Marketing Information System" is one of the major courses for acquiring the Master's degree in "Industrial Management and Marketing". The objectives of the course are to teach fundamental theoretical knowledge and develop practical skills for conducting market research and development of the marketing information system. From a theoretical point of view the course provides information about market research – its principles, organization, and methods for data gathering. Special attention is paid to the methodological approaches for collecting primary marketing information, the basic methods for its processing and systematization, and the use of secondary marketing information for making marketing forecasts. From a practical point of view the course aims at developing skills for gathering, processing, and using data from market research.

Contents of the course:

The course is designed to fulfill the set objectives. It contains topics concerning the theory of market research (object, subject, aims, types of market research), methodology of gathering data (qualitative methods, observation, descriptive methods, experiments, panel methods, periodical methods), approaches to measurements and developing ratings, methodology of data analysis (types of distribution), and possibilities for forecasting of marketing processes.

Technology of the teaching process:

The teaching aims at developing skills for conducting market research. The training also gives knowledge about different methods for collecting and processing market information. Students work on practical case studies which involve doing primary market research, writing questionnaires, forming representative samples, systemizing market data from secondary market research, and processing of the gathered data with the most appropriate software.

0293 Business Economics**ECTS credits:** 5**Weekly workload:** 2 lec + 1 sem + 0 labs + 0 ps**Assessment:** exam**Type of exam :** written**Department responsible:** Department of Economics, Faculty of Business and Management**Lecturer:**

Assoc. Prof. Lybomir Lybenov, tel. 888-347, e-mail: LLyubenov@ru.acad.bg

Annotation:

The course is necessary for the successful adaptation of the managers and entrepreneurs to the specific economic practice in Bulgaria. The general objective of the education is to develop applied knowledge and skills for true and precise market assessment of the processes and phenomena in the market economy through the application of contemporary economic methods and approaches.

Contents of the course:

The course is divided into three major modules: Economic basis of production – capital, long- and short-term assets, company personnel; Financial basis of production – costs, prices and price formation, revenues and profitability, financial and accounting analysis of the company; and Planning and budgeting the company activities – planning, developing of business-plans and budgets for the company.

Technology of the teaching process:

The lectures are presented in a classical process, visualized with slides. The course is validated in accordance with the internal regulations of the University.

0660 Quality Management Systems**ECTS credits:** 6**Weekly workload:** 3 lec + 2 sem + 0 labs + 0 ps**Assessment:** exam**Type of exam :** written**Department responsible:** Department of Machine Tools and Manufacturing, Faculty of Mechanical and Manufacturing Engineering**Lecturer:**

Assoc. Prof. Tsvyatko Korijkov, PhD, tel. 888-493, e-mail: korijkov@ru.acad.bg

Annotation:

The introduction of Quality Management Systems (QMS) and the acquired corresponding certificate is the single assurance for a proven degree of quality in organisations. The general objective of the course is to introduce students to the methods of quality management and to develop skills for building, documenting, adopting and continuously improving the QMSs on the basis of the international standards ISO 9000.

Contents of the course:

The course includes the following major topics: Historical review of QMS. Types of standards for QMS. Quality of products, services and processes. Principles and methods for quality management. A process approach to developing a QMS. Management responsibility. Resource management. Processes in creating of a product/service. Processes for measuring, analysis and improvements of quality. Processes for managing the documentation of QMS.

Technology of the teaching process:

The course is validated in accordance with the internal regulations of the University.

The level of knowledge is assessed with a written exam, composed of tasks for applying the methods for quality management and QMS planning.

0661 Controlling and corporate analysis**ECTS credits:** 6**Weekly workload:** 3 lec + 2 sem + 0 labs + 0 ps**Assessment:** exam**Type of exam :** written**Department responsible:** Department of Economics, Faculty of Business and Management**Lecturer:**

Assoc. Prof. Georgi Emilov Valchev, PhD, tel. 888-357, e-mail: GValchev@ru.acad.bg

Annotation:

The learning of the "Controlling and corporate analysis" course is objectively preconditioned by the functioning of the market relations on micro-level. In the hard and crisis times of transition, lots of business leaders and starting entrepreneurs rely on short-term success and do not consider the fact that there are existing effective tools for analysis of the real economic situation, and for proposing changes towards the actual market, economic and social goals. The lecture course is considered a good guideline for the practical steps, concerning the implementation of controlling in the Bulgarian companies.

Contents of the course:

The course includes the following major topics: market environment and necessity for goal-orientated and adaptive management. Controlling in the management cycle system. Controlling system. Functional structure of controlling. The planning and control subsystem in controlling. Budgeting and controlling. Managing by results and controlling.

Technology of the teaching process:

The lecture course is carried out according to a determined plan and schedule. The final assessment is a written exam on two separate course topics.

The course is validated in accordance with the internal regulations of the University.

0294 Contemporary Concepts of Management**ECTS credits:** 4**Weekly workload:** 4 l + 2 s + 0 lab + 0 p**Assessment:** exam**Type of exam:** written**Department responsible:** Department of Industrial Management, Faculty of Business and Management**Lecturers:**

Assoc. Prof. Vasil Bonev Penchev, Department of Industrial Management, tel: 888-431;

E-mail: vpentchev@ru.acad.bg

Senior Assistant professor Miglena Pencheva, Department of Business and Management, тел: 888-431;

E-mail: mpencheva@ru.acad.bg

Abstract:

The course aims at providing tangible knowledge and skills on management theory needed for middle level managers and CEO, as well as at giving some specific methods for analyses of the business performance. The unit builds on acquaintance acquired in Prices and Pricing, Industrial Intellectual Property, and is a prerequisite for Applied Managerial Information Technologies, for the seminar of Good Company Practices, as well as for the master theses development. It is kept in mind that the majority of the students are young people without sufficient experience, which is a reason for conducting simulation games and case studies during the labs.

Course content:

The course includes the following topics: Management of Change, Organizational Life Cycle, Conflict Solving, International Business, Social and Ethical Aspects of Management, Dynamics of SMEs, Performance Analyses and Growth Management.

Teaching and assessment:

The subject matter of the topics is systematically and structurally delivered during the lectures. Examples from the business practice are provided. Students assimilate subject matter via participating in discussions, case studies and managerial games during the labs. Continuous assessment comprises of labs participation performance appraisal. The overall grade is an average of labs participation evaluation and written exam, in case that the exam is passed with no less than satisfactory mark – (3).

0303 Good Company Practices**ECTS credits:** 3**Weekly workload:** 3sem + 0 lab + p**Assessment:** continuous assessment**Type of exam:** written**Department responsible:** Department of Industrial Management, Faculty of Business and Management**Lecturers:**

Assoc. prof Ivan Mitev, PhD (Eng.), Dept of Industrial Management, E-mail: imitev@ru.acad.bg

Abstract:

The seminar is designed to introduce students to the best practices of planning, organizing and managing operations in some of the most successful companies in the region. The acquired skills and knowledge are essential for the research work of each student and a good preparation experience before the writing of the MA THESIS.

Course content:

Marketing management in industrial organisations. Tax regulations. Aspects of Trade Law.

Teaching and assessment:

Final assessment is based on student participation in seminars and the results from the written individual assignments for the period of the course.

Note: Information on courses 0265, 0300, 0302 is to be submitted at a later stage since the course will be launched next academic year.

**Erasmus
ECTS
Information Package**

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