

CURRICULUM OF THE MAJOR „PUBLIC ADMINISTRATION” – information package

INTRODUCTION IN THE MAJOR

ECTS credits: 4

Form of knowledge check: ongoing control and exam

Semester: 1

Methodological guidance:

Department „Business administration”

Lecturer:

Assistant Margarita Vladimirova, department „Business administration”

Annotation:

The main purpose of the major „Introduction in the major” is to inform the students about the basic principles of management in the terms of the fast changing ambience. This course provides functional knowledge in fields as management, economics and law. The main purpose of the students is learning to take adequate and fast decisions in the field of management. The knowledge they receive gives them the opportunity to acquire insight how to use legal tools and approaches for solving professional tasks, to be confident not only in the organization and motivation of people but as well in the development and realisation of management projects.

In the first part of the suggested course is introduced the science of the cash management. The second thing is the marketing as a new way of thinking and managing of the corporation. The irregular way of thinking of the students in the managing process also takes an important place. The legal relations between the subjects, concluding different kinds of touristic deals is also very important. The fourth part concerns the business communication and corporate management, it is suggested knowledge in the way of dressing and the appropriate behavior.

Course content:

Company finances. Company capital. Marketing. Marketing functions. Motivation. Contracts. Contract parties. Legal relations. Tourism contracts. Contract for organized recreational travel. Tourism insurance policies. Mediation. Power of attorney. Business ethics.

Educational technology and assessment:

Teaching is combination between lectures exhibition and discussions. This way the students learn how to manage their time, to get knowledge, to develop their way of thinking and building their abilities in listening and speaking. Visits in the private sector, with educational purpose, are held. The education takes place as combination of lectures and individual tasks like for example test or coursework. The educational resources needed are: multimedia, computer and Internet connection.

INTRODUCTION TO MARKET ECONOMY

ECTS credits: 5

Form of knowledge check: ongoing control and exam

Semester: 1

Methodological guidance:

Department „Business administration”

Lecturer:

Weekly classes: 2 1

Type of exam: written

Assoc. Prof. Elena Biyacheva, department „Business administration”

Annotation:

Lectures Fundamentals of the market economy is designed for students who are trained in specialties "Business Administration". The aim of the course is to provide knowledge of basic concepts in economics, understand and analyze economic problems with a view to making rational decisions. Knowledge and use of specific analysis tools available to the market economy, is an essential prerequisite for increasing the efficiency of the application received by the students knowledge and skills in practice and in each case. By mastering the theory and its practical application, each student can form its own view of the processes occurring in the market and its mechanism.

Course content:

The economic problem, the need for choice and price of missed opportunities, how societies organize their economy, how to make a decision, a market mechanism, markets, production, marginal analysis of market behavior, market structures, determining the state of the economy, gross domestic product, business - cycles, inflation, unemployment.

Educational technology and assesement:

Lectures are held by the established traditional way, students are acquainted with the material. Mandatory at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of the training, the peculiarities of the prescribed monitoring and system of assessment at the first lecture and seminars.

FUNDAMENTALS OF MANAGEMENT

ECTS credits: 5

Weekly classes: 2 l + 2 s

Form of exam: ongoing control and exam

Type of exam: written

Semester: 1

Methodological guidance:

Department „Business Administration”

Lecturer:

Prof. Maria Kicheva Мария Кичева, department „Business Administration”

Annotation:

The course "Fundamentals of Management” is designed for students and aims to form concepts and on this basis to detect and differentiate the stages in the development of management science. The study of the course aims to launch a basic knowledge for the management as an activity and as a science. By putting the questions of the existence and practical separation of management are determined and the main objectives of the course: to give basic knowledge of management development; to reveal the management activities; to highlight the main trends and schemes in the implementation of management activities.

Course content:

The management as an activity, Historical review of the development of the management science, Model N Y Z, Strategic management of a company, Nature and types of strategies, Objectives and strategy of the company, Classification of the objectives, Mission of the company, Strategic planning – nature, stages, algorithm, Type of the company and character of the planning, Methods of the strategic analysis, Diversification strategy of the company, Competitive strategy of the company, Organizational and management structures – nature and types, Recommendations for their construction, Management decision – nature, types, phases,

stages, strategies and technology for management decisions, Personnel policy – nature, prerequisites, principles, Motivation of the work force, Systems for incentives of the employees, Nature of the management activities, Styles and types of employees, Authoritarianism and democracy, Leadership and power, Organization of the work in the company, Management of conflicts in the company.

Educational technology and assesement:

Lectures are held by the established traditional way, students are introduced with the material. It is mandatory at the beginning of each lecture to be done a brief introduction, as ensure the necessary transience from one topic to another topic. There is a discourse in the process of introduction of the students with the new topic in order to achieve continuity between the separate lectures and the students themselves to reach to conclusions which will bring them in the new material. Students are informed about the organization of the education, for the characteristics of the educational monitoring and for the system of assessment at the first lecture and the first seminar.

SPORT

ECTS credits: 0

Form of exam: ongoing control and exam

Semester: 1

Methodological guidance:

Department „Tourism”

Lecturer:

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

Annotation:

Theory and methodology of physical education treated two sides of the motor function of the human body - absorption of certain motor skills and education of physical /motor/ properties that affect two organically bound directions of the pedagogical process:

- training to master the art of movement - technical training;
- training to education of physical qualities - physical training;

Physical preparation is an essential part of the teaching process, which is determined by certain specific activity consisting of the biological needs of the body of functional load exercise.

Course content:

Purpose and tasks of physical education in the universities, the students with the organization of physical education, profiling interest groups. Athletics. Basketball. Football. Aerobics. Keep fit. Pilates. Table tennis. Tourism.

Hiking, cross or off-road recreational strengthening jogging, hiking, nature trails.

Understanding the natural resources and cultural heritage of Bulgaria in the Southwestern region.

Educational technology and assesement:

Physical preparation is associated with significant upward trend in the overall level of functionality of the body, harmonious physical development and health promotion. Physical training is a prerequisite for any kind of sports or high labor specialization. Inherently physical training is a very complex and multifaceted process inextricably linked, as with education of physical qualities /strength, speed, stamina, agility, flexibility / and by acquiring a certain amount of knowledge, skills and motor skills, in accordance with expansion

mastering sport skills and spiritual values of those involved. Classes are held at appropriate sites for the sports taught in semester.

FOUNDATION OF THE LAW

ECTS credits: 5

Form of knowledge check: ongoing control and exam

Semester: 2

Methodological guidance:

Department „Business administration”

Lecturer:

Docent d-r Manol Stanin, department “ Business administration”

Annotation:

The discipline **Foundation of the Law** has for purpose to met the students with main legal concept and the purpose of the Law like regulatory system. It covers samples from main legal discipline.

The main purpose of the class is students to get most full and pragmatic knowledge for Law and to know how to use legal resources and approaches when they must solve professional tasks and lives problems as well.

Course content:

Concept for Law. Concept for legal norm. Types legal normative acts. Enactment and action of normative acts. Concept for interpretation. Subject of the Law. Concept for subjective right and legal obligation. Legal facts. Concept for breaking the Law. Concept for legal responsibility. Constitutionally Law. Administrative Law. Financial Law. Tax Law. Criminal Law. Civil process Law. Criminal process Law. Administrative process Law. Contract Law. Property Law. Trade Law. Family and inheritance Law. Intellectual property Law. Tourism Law.

Educational technology and assesement:

Lectures for these discipline are conducted by the classical mode. The students get to know with taught matter like in the process of education they use laws that are relevant to the subject. The consideration of every new theme begin with indication of the relations with themes that which are already taught.

The students met with feature of the coming taught for this discipline, the organization for the current control and rules about formation of final mark.

BASIS OF ACCOUNTING

ECTS credits: 5

Form of exam: ongoing control and exam

Semester: 2

Methodological guidance:

Department „Business administration”

Lecturer:

Assoc. Prof. Dimitar Vergiev Ph. D., department "Business administration"

Annotation:

Lectures Principles of Accounting was developed in accordance with the general objectives of the specialty "Business Administration" are considered scientific theoretical and

methodological bases of accounting - nature, modes, means and organization of accounting as the information and control system.

The aim of the course is to provide a full and comprehensive scientific and practical application training of students in this important area of scientific knowledge, in her capacity as the foundation of accounting.

Course content:

Accounting as information and control system; Objects of accounting; Way of summarizing the balance sheet; Double entry system of accounts; Relationship and dependencies between the balance sheet and the system of accounts in the process of accounting of the enterprise. Trial balances. Nature, types and methods of preparation; Method of documentation; : Inventory as a method of accounting; Evaluation and calculation; Summarize accounting information (mode of my briefing); Organization of accounting in Bulgaria; Principles of accounting for depreciation of materials; Principles of Financial Reporting labor costs and benefits; Principles of financial reporting of production and realization of the enterprise; Principles of accounting for capital reserves and financial results.

Educational technology and assesement:

Training course takes the form of lectures. Mandatory at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material.

Extramural activity boils down to mastering the theory and use literature, drawing information from the Internet, research in companies, preparation for tests and checks of knowledge in order to control current, systematic training on given topics for upcoming seminars. The students have to independently develop coursework in a list of suggested topics. Coursework defend.

The course ends with an exam at the end of the first semester. Evaluated the knowledge, skills and competence during the seminars in the course of the current control, of utmost importance are the results achieved by the set assignments and tests. In the course of the course includes: conducting current control of any practical training. The current control builds up as responsibility, self-discipline, orderliness in preconditioning builds habits to optimize time, develop logical thinking skills for selecting and analyzing information obtained from different information sources.

ANALYSIS OF BUSINESS

ECTS credits: 3

Form of knowledge check: ongoing control and exam

Semester: 2

Methodological guidance:

Department „Business administration”

Lecturer:

Assoc. Prof. Elena Biyacheva, department „Business administration”

Annotation:

The analysis of economic and financial activity allows to make a summary evaluation of the effectiveness, profitability and security in the enterprise's operations and development of partner relations with creditors, suppliers, investors and customers in osashtestyavaneto market, production, investment, financial, strategic and tactical, short and long term goals and objectives.

It is the fact that more precise differentiation of the economic and financial analysis of other forms of analysis processes and yavleniyata in their statics and dynamics "cleared" right before this discipline. However, natural and genetically it is associated with other economic activities and disciplines without duplicating their object of study. Presented material enables the construction of a solid bank of knowledge that in any particular subsequent realization of specialists in accounting and control and business administration can be expanded and enriched with new knowledge.

Course content:

Content of the theory of economic analysis, object and tasks of economic analysis firms - subject to business activities require an analysis of economic and financial activities, new market mechanisms and economic ataliz content of the theory of economic analysis, object and tasks of economic analysis , companies - subject of business require an analysis of economic and financial activities, new market mechanisms and economic ataliz, economic and financial analysis in the context of economic analysis, sequence of analytical work, information provision of FSA analysis - based on the company's financial management techniques of financial and economic analysis, and system kompleksknijat economic analysis as the basis of the FSA, methodology without the financial-economic analysis, analysis of the financial strategy of the company, according to the balance sheet analysis of the market situation and market strategy, financial analysis results of the company, principles of static and dynamic analysis of the financial stability of the company, basic concepts of financial and accounting analysis in the context of company management, liquidity indicators.

Educational technology and assesement:

Lectures are held by the established traditional way, students are acquainted with the material. Mandatory at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of the training, the peculiarities of the prescribed monitoring and system of assessment at the first lecture and seminars.

SPORT

ECTS credits: 0

Form of exam: ongoing control and exam

Semester: 2

Methodological guidance:

Department „Tourism”

Lecturer:

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

Annotation:

Theory and methodology of physical education treated two sides of the motor function of the human body - absorption of certain motor skills and education of physical /motor/ properties that affect two organically bound directions of the pedagogical process:

- training to master the art of movement - technical training;
- training to education of physical qualities - physical training;

Physical preparation is an essential part of the teaching process, which is determined by certain specific activity consisting of the biological needs of the body of functional load exercise.

Course content:

Purpose and tasks of physical education in the universities, the students with the organization of physical education, profiling interest groups. Athletics. Basketball. Football. Aerobics. Keep fit. Pilates. Table tennis. Tourism.

Hiking, cross or off-road recreational strengthening jogging, hiking, nature trails.

Understanding the natural resources and cultural heritage of Bulgaria in the Southwestern region.

Educational technology and assessment:

Physical preparation is associated with significant upward trend in the overall level of functionality of the body, harmonious physical development and health promotion. Physical training is a prerequisite for any kind of sports or high labor specialization. Inherently physical training is a very complex and multifaceted process inextricably linked, as with education of physical qualities /strength, speed, stamina, agility, flexibility / and by acquiring a certain amount of knowledge, skills and motor skills, in accordance with expansion mastering sport skills and spiritual values of those involved. Classes are held at appropriate sites for the sports taught in semester.

COMPANY ACCOUNTING

ECTS credits: 3

Form of exam: ongoing control and exam

Semester: 3

Methodological guidance:

Department „Business Administration”

Lecturer:

Assoc. Prof. Dimitar Vergiev Ph.d., department "Business Administration"

Annotation:

The training course on "Company Accounting" is intended for students of "Business Administration". The curriculum was developed in accordance with the applicable normative acts Accountancy (Accountancy Act, National Chart of Accounts, National Accounting Standards etc.). It includes fundamental and practical knowledge of accounting, which is adequate to the requirements of the market economy.

In the program structure is built in accordance with advanced and participation of funds in the business by following the topographical approach. Significant attention is paid to issues of creation and presentation of the resulting accounting information for the past reporting period.

The curriculum is based on the students' knowledge of basic economic disciplines and discipline Company Accounting.

Course content:

Scientific basis of accounting in a market economy; Accounting for fixed assets; Accounting inventories; Accounting for labor and its payment; Smetovodno reporting estimates of the economic entity with other entities and individuals; Reporting of current assets; Accounting costs. Costing and formation of the cost of products and services; Accounting for revenue from the sale of products, goods and services and other revenues of the company; Reporting the results of the enterprise; Accounting business capital; Accounting for business combinations; Simplified accounts; Annual accounts of a business enterprise of double entry accounting.

Educational technology and assessment:

Training course takes the form of lectures. Mandatory at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve

continuity between lectures and themselves to reach conclusions that would bring in new material.

Extramural activity boils down to mastering the theory and use literature, drawing information from the Internet, research in companies, preparation for tests and checks of knowledge in order to control current, systematic training on given topics for upcoming seminars. The students have to independently develop coursework in a list of suggested topics. Coursework defend.

A large percentage of extracurricular employment provides for the preparation and presentation of semester exam grade.

The course ends with an exam at the end of the II semester. Evaluated the knowledge, skills and competence during the seminars in the course of the current control, of utmost importance are the results achieved by the set assignments and tests. In the course of the course includes:

- ✓ conducting current control of any practical training. The current control builds up as responsibility, self-discipline, orderliness in preconditioning builds habits to optimize time, develop logical thinking skills for selecting and analyzing information obtained from different information sources. Monitoring is done by:
- ✓ Oral discussion, expressing their own reasoned opinions concerning the subject treated in seminars;
- ✓ Oral presentation and defense of the thesis, set out in a paper;
- ✓ Check acquired knowledge by doing tests on the taught material;
- ✓ Ability to present and successfully defending their own ideas.

EUROPEAN INTEGRATION PROCESS

ECTS credits: 3

Form of knowledge check: ongoing control and exam

Semester: 3

Methodological guidance:

Department „Business administration”

Lecturer:

Assoc. Prof. Dr. Georgi Mateev, department „Tourism”

Annotation:

The aim of the course is to acquaint students with the theoretical and methodological problems of the European integration processes. Considered primarily microeconomic and macroeconomic level, only where necessary, and present problems of other levels.

The course is aimed at presenting the theoretical and methodological problems of management of the European integration processes.

Deals with the theoretical and methodological issues related to European integration and the importance of tourism and tourist markets, the students get acquainted with the procedures for developing, evaluating and selecting the functionality and development of European integration processes and their importance.

Course content:

Conceptual introduction in European Business Administration. Definitions related concepts and criteria for distinction. Legal basis of business administration. Administrative law as a legal basis of the work of public administration. Functions of Business Administration. Competence of public authorities and their administrations. Structure of Business Administration. Structure of the Bulgarian state administration. Business Officer, Civil service and civil servants. Selection and development systems of civil servants. Interaction of global and national development of modern public administration. Role of business

administration in the process of elaboration and implementation of public policies. Organizational theory and practice in public administration and European business. Human resources management in European Business Administration. Evaluation of expression and motivation. Leadership in public administration. Managing communications in business administration. European business administration in the process of crisis management. Applied scientific methods in the practice of the European Business Administration. Impact assessment. Disadvantage and problems in the operation of the European Business Administration. Reforms in the administration - global and national levels within the European Union.

Educational technology and assesement:

Lectures are held under the established traditional way, students are acquainted with the material. Mandatory at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material.

Students are informed about the organization of the trainings, the peculiarities of the prescribed monitoring and system of assessment on the first lecture and seminars.

LEADERSHIP AND LEADER'S COMPETENCES

ECTS credits: 3

Weekly classes: 1

Form of control of knowledge: ongoing control and exam **Type of examination:** written

Semester: 3

Methodological guidance:

Department „Business administration”

Lecturer:

Assoc. Professor Milena Filipova, department „Business administration”

Annotation:

In terms of structure the lecture course covers fundamental theoretical-methodological and applied knowledge of the essence of leadership, leader's competences, leader's styles and major theories of leadership. The objective of the subject of Leadership and Leader's Competences is to extend the students' knowledge of the issues related to the establishment of leader's competences and the application of the leader's styles and on that basis to contribute to the achievement of a complex multi-functional training. The main problems that have to be solved at the implementation of the syllabus are: Acquiring basic knowledge of essence of leadership and leader's competences. Extending the students' training and knowledge of the issues related to the application of leader's styles. Acquiring knowledge and skills for the elaboration of a concept for development of leader's competences of the organizational leader.

Course content:

Evolution of leadership theory. Modern trends in leadership studies. Essence of leadership. Leadership and needs. Specificity of organizational leadership. Organizational leadership under nowadays social-economic conditions. Identifying the leader's competences. Methods of studies of leader's competences. Opportunities for development of leader's competences.

Educational technology and assesement:

The lectures in this subject are conducted in the established traditional manner and the students are acquainted with the material taught. As a rule in the beginning of every lecture there is a short introduction to secure the transition from one topic onto the other. In the process of students' acquaintance with the new topics a discussion is held with them in order

to achieve continuity between the individual lectures and to let the students themselves reach to conclusions that will introduce them into the new material. The lectures are rich in graphic and table illustrations provided with examples required by the teaching objectives.

SPORT

ECTS credits: 0

Form of exam: ongoing control and exam

Semester: 3

Methodological guidance:

Department „Tourism”

Lecturer:

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

Annotation:

Theory and methodology of physical education treated two sides of the motor function of the human body - absorption of certain motor skills and education of physical /motor/ properties that affect two organically bound directions of the pedagogical process:

- training to master the art of movement - technical training;
- training to education of physical qualities - physical training;

Physical preparation is an essential part of the teaching process, which is determined by certain specific activity consisting of the biological needs of the body of functional load exercise.

Course content:

Purpose and tasks of physical education in the universities, the students with the organization of physical education, profiling interest groups. Athletics. Basketball. Football. Aerobics. Keep fit. Pilates. Table tennis. Tourism.

Hiking, cross or off-road recreational strengthening jogging, hiking, nature trails.

Understanding the natural resources and cultural heritage of Bulgaria in the Southwestern region.

Educational technology and assesement:

Physical preparation is associated with significant upward trend in the overall level of functionality of the body, harmonious physical development and health promotion. Physical training is a prerequisite for any kind of sports or high labor specialization. Inherently physical training is a very complex and multifaceted process inextricably linked, as with education of physical qualities /strength, speed, stamina, agility, flexibility / and by acquiring a certain amount of knowledge, skills and motor skills, in accordance with expansion mastering sport skills and spiritual values of those involved. Classes are held at appropriate sites for the sports taught in semester.

Weekly classes: 1

Type of exam: practical

INTERNATIONAL ECONOMIC RELATIONS

ECTS credits: 5

Form of knowledge check: ongoing control and exam

Semester: 4

Methodological guidance:

Department „Business administration”

Lecturer:

Assoc. Prof. Dr. Georgi Mateev, department „Tourism”

Weekly classes: 2

Type of exam: written

Annotation:

The course "International Economic Relations" aims to provide students with basic theoretical knowledge on the development of economic relations between the countries in the world at the present stage of development of science, technology and communications. In the framework of course are defined and explain basic concepts in the thematic area.

Comment on the problems of the state and development of international economic relations, with a view to understanding the positive and the negative aspects from the ongoing integration of national economies into the world economy.

In extramural activity students are directed to the formation of habits and skills for self-analytic work with scientific and auxiliary literature.

Course content:

Relationships - nature and basic characteristics, a brief historical review, objective prerequisites and conditions for the emergence of economic relations, global complex nature of economic relations, partnership and competition in economic relations, formation and development of the world economy, the realization of absolute and comparative advantage of participation in the international division labor, international division of labor as objective condition and prerequisite for the emergence and existence of the world economy, global market - nature, structure and ways of functioning, integrated functions of international currency-financial relations, resource base of the world economy, conflicts and contradictions world economy, management and regulation of economic relations, major scientific and political doctrines as International Economic Relations system - problems of regulation and self-regulation mechanism for the implementation of International Economic Relations, the balance between unity and conflict of interest, integration processes in the world economy, integration of micro and macro level, European Union - stages of formation and development in Bulgaria Relationships, general characteristics and historical notes, objective conditions and prerequisites for Bulgaria's participation in economic relations, issues of investment policy of Bulgaria in terms of European Union membership, problems and prospects for the participation of Bulgaria in International Economic Relations, causes, nature and characteristics of the current economic crisis, policies and strategies for ending the crisis.

Educational technology and assesement:

Lectures are held under the established traditional way, students are acquainted with the material. Mandatory at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material.

Students are informed about the organization of the trainings, the peculiarities of the prescribed monitoring and system of assessment on the first lecture and seminars.

LEGAL PROTECTION OF THE TRADE BRAND

ECTS credits: 5**Weekly classes:****Form for checking the knowledge:** ongoing control and exam **Form of the exam:** written**Semester:** 4**Methodological guidance:**

Department „Business administration”

Lecturer:

Docent d-r Manol Stanin, department „Business administration”

Annotation:

Discipline Legal protection of the trade brand met students with features of legal institutionalization of society relations which arises from registration of the trade brand, exercise of rights and their protection.

The main purpose of these class is students to get knowledge for the nature and the function of the trade brand not only at national level but on international too.

Course content:

Concept for intellectual property. Subject of intellectual property. Object of intellectual property. Concept for legal protection and legal defense. Concept for brand. Absolute grounds for denial registration. Relatively grounds for denial registration. Types of brands. Collective brand. Certification brand. Trade brand. Procedure at the Patent Office. Right on the brand. Content. Right to disposition. Types. Right to use. Right to stop third person to use the brand without permission. Registration. Suspension. Refuse. Cancellation. Contract for license. Contract for license of brand. Brand of the Community. International registration to brand. Legal defense to brand. Defense to a brand from civil law. Administrative defense to brand. Defense to a brand from the criminal law. Borderline measures for control. Concept for geographical indication. Legal protection and legal defense.

Educational technology and assesement:

Lectures for these discipline are conducted by the classical mode. The students get to know with taught matter like in the process of education they use laws that are relevant to the subject. The consideration of every new theme begin with indication of the relations with themes that which are already taught.

The students met with feature of the coming taught for this discipline, the organization for the current control and rules about formation of final mark.

COMPANY CULTURE AND ETHICS

ECTS credits: 3

Weekly classes: 2 1

Form of exam: ongoing control and exam

Type of exam: written

Semester: 4

Methodological guidance:

Department „Business administration”

Lecturer:

Prof. Maria Kicheva Мария Кичева, department „Business administration”

Annotation:

The course "Corporate culture and ethics" has the task to form a concepts and on this basis to reveal the relationship between theory and practice. The course provides knowledge and skills for the students to achieve complete interpersonal, collegiate, professional and social contacts, as well as contemporary knowledge of corporate culture. The study of the corporate culture and ethics is useful and necessary with a view of the dynamics of the professional corporate relations. This course aims to introduce students with the modern problems of communication, company culture and ethics to contribute to the practical adoption of ethical standards and achieve a higher level in the culture of communication. It is put an emphasis on the theoretical character of the knowledge.

Course content:

Nature and development of the ethics, Main ethics categories, Nature of the moral, Nature and structure of business ethics, Cultural and theoretical prerequisites for forming business ethics, Ethics and business, Ethical standards and moral responsibility in business, Ethical principals in business, application of ethical principals in managers' practice, ethical behaviour in business organization, Ethics of the advertisement, Ethical code in jobs and business,

Company culture – nature and functions, Management of company policy and moral, Culture of communication – nature and role in the modern business, Ethics and business etiquette, The moral in the condition of market economy.

Educational technology and assesement:

Lectures are held by the established traditional way, students are introduced with the material. It is mandatory at the beginning of each lecture to be done a brief introduction, as ensure the necessary transience from one topic to another topic. There is a discourse in the process of introduction of the students with the new topic in order to achieve continuity between the separate lectures and the students themselves to reach to conclusions which will bring them in the new material. Students are informed about the organization of the education, for the characteristics of the educational monitoring and for the system of assessment at the first lecture and the first seminar.

ORGANIZATIONAL BEHAVIOUR

ECTS credits: 3

Weekly classes: 2 1

Form of exam: ongoing control and exam

Type of exam: written

Semester: 4

Methodological guidance:

Department „Business administration”

Lecturer:

Prof. Maria Kicheva Мария Кичева, department „Business administration”

Annotation:

Organizational behavior studies sustainable characteristics of human behavior and human communities in terms of organized labour and management.

The behavior of individuals and groups of people who run organizations or work for them to great extent is largely unpredictable as far as in its background lie complex and interrelated reasons: individual characteristics, needs and interests, values, motivations, relationships and etc.

At the same time, this behavior should be studied, understandable and manageable, because work occupies important place in the life of every person. People are the most important factor for the success of any organization. The effective functioning of any organization contributes for the prosperity of any society.

Course content:

Introduce to the basics of the nature of organizational behavior - the subject, objectives, levels of analysis, approaches, conception underlying organizational behavior. Individual work behaviour, motives and the motivation in the field of organizational behaviour, motivation models, types of motivation regarding the work – attitude, commitment, compassion, Groups in organization - nature, organizational roles, status and socialization. Formal groups and structures, Informal groups and structures, Informal organization, Image of organization, Organizational culture, Function of organizational culture origin and development of organizational culture, interpersonal behaviour in the group – nature, types, problems, interpersonal dynamics in the group – authority, conflicts, types of conflicts, management strategies for management of conflicts, leadership, quality of work life, stress and its management.

Educational technology and assesement:

Lectures are held by the established traditional way, students are introduced with the material. It is mandatory at the beginning of each lecture to be done a brief introduction, as ensure the necessary transience from one topic to another topic. There is a discourse in the process of

introduction of the students with the new topic in order to achieve continuity between the separate lectures and the students themselves to reach to conclusions which will bring them in the new material. Students are informed about the organization of the education, for the characteristics of the educational monitoring and for the system of assessment at the first lecture and the first seminar.

SPORT

ECTS credits: 0

Form of exam: ongoing control and exam

Semester: 4

Methodological guidance:

Department „Tourism”

Lecturer:

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

Annotation:

Theory and methodology of physical education treated two sides of the motor function of the human body - absorption of certain motor skills and education of physical /motor/ properties that affect two organically bound directions of the pedagogical process:

- training to master the art of movement - technical training;
- training to education of physical qualities - physical training;

Physical preparation is an essential part of the teaching process, which is determined by certain specific activity consisting of the biological needs of the body of functional load exercise.

Course content:

Purpose and tasks of physical education in the universities, the students with the organization of physical education, profiling interest groups. Athletics. Basketball. Football. Aerobics. Keep fit. Pilates. Table tennis. Tourism.

Hiking, cross or off-road recreational strengthening jogging, hiking, nature trails.

Understanding the natural resources and cultural heritage of Bulgaria in the Southwestern region.

Educational technology and assesement:

Physical preparation is associated with significant upward trend in the overall level of functionality of the body, harmonious physical development and health promotion. Physical training is a prerequisite for any kind of sports or high labor specialization. Inherently physical training is a very complex and multifaceted process inextricably linked, as with education of physical qualities /strength, speed, stamina, agility, flexibility / and by acquiring a certain amount of knowledge, skills and motor skills, in accordance with expansion mastering sport skills and spiritual values of those involved. Classes are held at appropriate sites for the sports taught in semester.

PROJECT MANAGEMENT

ECTS credits: 3

Weekly classes: 21+3s

Form of control of knowledge: ongoing control and exam **Type of examination:** written

Semester: 5

Methodological guidance:

Department „Business administration”

Lecturer:

Assoc. Professor Milena Filipova, department „Business administration”

Annotation:

The objective of the subject of Project Management is to provide the students with thorough knowledge of the efficient project development and the managerial process in their elaboration and implementation, as well as of the options for provision of funding by pre-accession and 15 other donor programs supporting the development of business, non-governmental sector, research and development activities, etc. The major problems to be solved in the implementation of the syllabus are: Acquiring knowledge of the essence, nature, contents and role of business projects for the development of the organization activities. Acquiring knowledge and skills for business project development. Acquainting with the organization of business project implementation, its monitoring and control, reporting and evaluation of the project.

Course content:

Project definition. Project designation. Types of projects. Stages of project. Determining the major actions. Units of time. Evaluation criteria. Project indicators. Identifying and analyzing the interested parties (stake holders). Project objectives. Choosing a project approach. Organizational planning of project. Involvement of community into the project. Institutional environment of project. Identifying the partners. Arranging a project team. Project basic elements. Project risks. Preparing a project proposal. Evaluating the project proposal. Evaluation criteria. Evaluation mechanism. Principles of selection / recruitment process. Project financing. Project implementation stages. Performance of actions. Monitoring and control on project implementation. Reporting the project implementation. Evaluating the project implementation.

Educational technology and assesement:

There is an examination at the end of the course in this subject. The subject gives a priority to the practical and independent work of students – individually and organized in task forces. The knowledge, skills and competence demonstrated in the preparation of practice assignments and of home assignments, computer tests and course project are assessed. Ongoing assessment is used. The objective of the ongoing control is to develop a responsibility to the obligation of preliminary preparation, consistence in learning, development of an applied-orientated thinking, skills for work with information products and team-working skills.

SPORT

ECTS credits: 0

Form of exam: ongoing control and exam

Semester: 5

Methodological guidance:

Department „Tourism”

Lecturer:

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

Annotation:

Theory and methodology of physical education treated two sides of the motor function of the human body - absorption of certain motor skills and education of physical /motor/ properties that affect two organically bound directions of the pedagogical process:

- training to master the art of movement - technical training;
- training to education of physical qualities - physical training;

Weekly classes: 1

Type of exam: practical

Physical preparation is an essential part of the teaching process, which is determined by certain specific activity consisting of the biological needs of the body of functional load exercise.

Course content:

Purpose and tasks of physical education in the universities, the students with the organization of physical education, profiling interest groups. Athletics. Basketball. Football. Aerobics. Keep fit. Pilates. Table tennis. Tourism.

Hiking, cross or off-road recreational strengthening jogging, hiking, nature trails.

Understanding the natural resources and cultural heritage of Bulgaria in the Southwestern region.

Educational technology and assessment:

Physical preparation is associated with significant upward trend in the overall level of functionality of the body, harmonious physical development and health promotion. Physical training is a prerequisite for any kind of sports or high labor specialization. Inherently physical training is a very complex and multifaceted process inextricably linked, as with education of physical qualities /strength, speed, stamina, agility, flexibility / and by acquiring a certain amount of knowledge, skills and motor skills, in accordance with expansion mastering sport skills and spiritual values of those involved. Classes are held at appropriate sites for the sports taught in semester.

OFFICE MANAGEMENT

ECTS credits: 2

Form of knowledge check: ongoing control and exam

Semester: 6

Methodological guidance:

Department „Business Administration”

Lecturer:

Assoc. Prof. Elena Biyacheva, department „Business Administration”

Annotation:

The aim of the course is to provide knowledge about office management as a means to achieve specific objectives of the company, as well as to meet the specific needs of the society, community or individual. By mastering the theory and practical aspects of its application every student can differentiate and give the correct answer to the following important tasks: to define and understand the specific mission of the institution; how to achieve a more productive labor; how to breed more efficient means of control and management in the office; how to optimize the development of the budget in the office in terms of cost analysis and evaluation of the functioning of human resources; how to perform analysis and design of the workplace of employees in the office. The main purpose of the course is for students to realize that office management is directly related to the business and should always be the first place economic criterion. This means that office management skills required to master the economic circumstances and their change by consciously directed action, ie to manage by objectives.

Course content:

Essence of office management, administration work within the company, workplace organization of office manager, managerial professionalism, temporal dimension of the activities of the office manager, administration and entrepreneurship - key aspects of office management, design and content of the post office manager structure the organization of personality, schedule of work of the office administration, internal entrepreneurship,

Weekly classes:

Type of exam: written

characteristics of the receiving office information from various levels of management, workplace analysis of employees in the office, designing the workplace of employees in the office, basic types of communication channels office, organizing and conducting administrative work in the office, developing the budget office as a management tool, types of costs in the office, budgeting, operational budget and budget options, budgeting, human resources, budget and control scheme of the Ganges, assessment functioning through the budget, means of control, and management office, requirements for means of control, office systems in the company.

Educational technology and assesement:

Lectures are held by the established traditional way, students are acquainted with the material. Mandatory at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of the training, the peculiarities of the prescribed monitoring and system of assessment at the first lecture and seminars.

BUSINESS PLANNING

ECTS credits: 2

Weekly classes: 11+1 s.

Form of control of knowledge: ongoing control and exam **Type of examination:** written

Semester: 6

Methodological guidance:

Department „Business administration”

Lecturer:

Assoc. Professor Milena Filipova, department „Business administration”

Annotation:

This subject covers basic knowledge of students in business planning as a fundamental leading managerial function. The object of planning – the production process, is characterized, too. The syllabus is comprised of several topics devoted to methodology and basic issues of methods in perspective developments – issues on theory and practice of forecasting, programming and designing, approaches, methods and parameters of planning. The essence and contents of the corporate process of planning are revealed, the principles of corporate planning are drawn, as well as the characteristics of various plans, incl. of business plans. Approaches, indicators and technology in planning of various activities are studied consecutively. A special attention is paid to the managerial consultations at planning. The emphasis is put on the methods of analysis and typical signs of particular corporate strategies and the functional sections of the Complex Company Plan – innovative and investment, production programme, infrastructure, human and financial resources. Each topic reviews also the issues of organization, regulation and control. The multi-directional effects of controlling concept implementation are substantiated.

Course content:

Theoretical bases, approaches and methodological tools of perspective developments. Pre-plan development and methods for preparation. Macroeconomic forecasts, balance sheets, plans and programmes. Essence, peculiarities and products of corporate planning process. Strategic planning – prerequisites, scope, tasks and technology. Corporate strategies and strategic programmes. Marketing, innovation and investment planning. Production programme and production capacity. Infrastructure activities planning. Labour and financial expenses planning. Current and operational planning. Control and controlling.

Educational technology and assessment:

The lectures in this subject are conducted in the established traditional manner and the students are acquainted with the material taught. As a rule in the beginning of every lecture there is a short introduction to secure the transition from one topic onto the other. In the process of students' acquaintance with the new topics a discussion is held with them in order to achieve continuity between the individual lectures and to let the students themselves reach to conclusions that will introduce them into the new material. The lectures are rich in graphic and table illustrations provided with examples required by the teaching objectives.

SPORT**ECTS credits:** 0**Form of exam:** ongoing control and exam**Semester:** 6**Methodological guidance:**

Department „Tourism”

Lecturer:

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

Annotation:

Theory and methodology of physical education treated two sides of the motor function of the human body - absorption of certain motor skills and education of physical /motor/ properties that affect two organically bound directions of the pedagogical process:

- training to master the art of movement - technical training;
- training to education of physical qualities - physical training;

Physical preparation is an essential part of the teaching process, which is determined by certain specific activity consisting of the biological needs of the body of functional load exercise.

Course content:

Purpose and tasks of physical education in the universities, the students with the organization of physical education, profiling interest groups. Athletics. Basketball. Football. Aerobics. Keep fit. Pilates. Table tennis. Tourism.

Hiking, cross or off-road recreational strengthening jogging, hiking, nature trails.

Understanding the natural resources and cultural heritage of Bulgaria in the Southwestern region.

Educational technology and assessment:

Physical preparation is associated with significant upward trend in the overall level of functionality of the body, harmonious physical development and health promotion. Physical training is a prerequisite for any kind of sports or high labor specialization. Inherently physical training is a very complex and multifaceted process inextricably linked, as with education of physical qualities /strength, speed, stamina, agility, flexibility / and by acquiring a certain amount of knowledge, skills and motor skills, in accordance with expansion mastering sport skills and spiritual values of those involved. Classes are held at appropriate sites for the sports taught in semester.