**Courses in Management and Business development dept. taught in English individually 2015-16**

1. **Business Evaluation**

**ECTS** credits: **5**

*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.

1. **Business models and Business plan**

**ECTS** credits**: 5**

*Abstract:* This integrated course covers some of the most important issues, concerning the entrepreneurial management. The course aims to provide students with proper understanding about the nature of the business models and their importance in the entrepreneurial process. The content of the course includes the international scientific achievements in business models studies in the beginning of 21st century. The lectures and seminars are organized on participant-centered education, rather interactively. Some representatives of SME supporting organizations will be invited to join the discussions. The course is expected to give an answer to the main issue of the entrepreneur – how to make money out of his idea.

*Course content*: The course includes the following topics: Introduction to the course. Generating and developing of a business idea. Business models – ontology and kinds. The role of public and private sources of initial capital on the business model design. Business model implementation in the business plan: sector analysis, marketing plan, production plan, financial plan, risks and threats.

1. **Sustainable Regional Development**

**ECTS** credits: **5**

*Abstract*: The subject aims to acquaint students and give them fundamental knowledge and skills concerning the entire philosophy, strategy and approaches of the sustainable development of the regions in Bulgaria within the European Union. Fundamental knowledge that students have to gain by completing this course is connected with their understanding of the basic objectives, principles and strategies of the sustainable development of the regions in the EU and Bulgaria. Practical skills that students have to develop are connected with discussions on the approaches for sustainable development of the material, social and nature capital during the program period concerned. Competences gained by students after completing the course concern formulation of objectives and priorities selection, needed for the development of plans, measures and projects in the regional development.

*Course content:* The basic sections of the course are as follows: Conceptual problems of the sustainable Development of regions; Policy for sustainable regional development; Sustainable business development; Sustainable development of rural regions; Development of the regional infrastructure and environment protection; Development of the human resources and social capital; General strategies for sustainable regional development and etc.

1. **Communication Policy**

**ECTS** credits**: 6**

*Abstract:* The goal of the course is to equip students with basic knowledge about the nature and the importance of the firm’s communications policy; with the approaches, stages and issues of the practical firms’ programs developing for communicating with customers and public, as well as for demand and sales stimulating. Completing their education, the students should be able to: Have an in-depth knowledge about the nature and the importance of the firm’s communications policy; Be aware with the theoretical and applicable aspects of developing and implementing firms’ strategies and campaigns for advertisements, direct marketing, personal sales, sales stimulating and public relations; Analyze and use the approaches for advertising arguments generating, assessing and selecting; Place marketing requirements for creating advertising messages and developing sales stimulating means (samples, advertising gifts, calendars etc.); Analyze the advertising media characteristics (TV, radio, newspapers, magazines and so on), as well as to know the specifics of advertisement through them.

*Course content*: Major sections of the subject: nature and importance of the communication policy; developing firm’s communication policy; analysis of the communication process; defining targets and budget of firm’s communications policy; advertisement – creative strategy and media planning; advertising through electronic broadcasting media, press etc.; other communications means; assessing the effectiveness of communication programs and so on.

1. **Consumer Behavior**

**ECTS** credits: **4**

*Abstract:* The course aims to provide students with basic knowledge in the field of marketing and to give them a possibility to develop skills in taking quick and adequate marketing decisions. On this basis the course syllabus has been divided into five main parts. The subject is connected with other subjects as Marketing, Marketing Researches, Distribution Policy, Communication Policy, Internet Marketing, Social Marketing, Marketing Management.

*Course Content*: The course includes the following main topical units: Essence and frame of consumers' decisions; Methods for studying the consumer behavior; Organizational and consumer markets and types of decisions connected with them; Personal influences; Cultural and social factors, influencing the consumer behavior; Interrelation between the consumer behavior and the organizational innovation activity.

1. **Corporate Financial analysis**

**ECTS** credits**: 6**

*Annotation:* Financial analysis constitutes a major element of the fundamental approach in evaluating company’s status. The subject’s curriculum aims at developing and advancing students’ competence in evaluating, determining, and optimizing financial-investment and risk-hedging decision-making in companies. The curriculum contains issues on analyzing working and fixed capital, liquidity, solvency, cost-effectiveness and financial achievement, capital and financial structure, as well as the company’s investment policy.

*Curriculum description*: The subject reveals the answers to a number of up-to-date issues that bear fundamental significance. These are issues that are related to the core of financial analysis, its role and informational backing; analysis of balance sheets and income reports of financial and non-financial enterprises; analysis of financial and capital structure and discussions regarding its optimization; analysis of short-term and long-term assets as well as companies’ investment policies.

1. **Fundaments of Management**

**ECTS** credits: **6**

*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 Microeconomics, Macroeconomics, World Economics, Economic Theories and is a prerequisite for Fundamentals of Marketing, Marketing, Economics of enterprises, Project Management, International business, Distribution politics, Marketing management.

*Course Content*: The course includes the following chapters: Management - Theory and Practice; Planning; Organizing; Directing; Controlling.

1. **Industrial Engineering**

**ECTS** credits: **6**

*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.

1. **Supply Chain Management**

**ECTS** credits: **6**

*Summary:* The Supply Chain Management course has the objective to introduce students from the Business Management 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, as follows: management of sourcing and inventory, choice of suitable schemes and technologies for goods distribution, transportation and storing of typical material units. The course will be advantageous in learning the following subsequent courses: Strategic management, Operations management, Project management, diploma thesis elaboration, and in the practical work of the future specialists.

*Course contents:* Introduction to Supply Chain Management. 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.

1. **Public and spatial economy**

**ECTS** credits: **6**

*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.

1. **Marketing management**

**ECTS** credits: **6**

*Abstract:* In the course of "Marketing Management" the process of market structures management is studied. Other theoretical and applied aspects, covered by the course, are market segmentation, target markets research, forecasting and selection. Other points, considered in depth, include marketing analysis approaches as well as marketing plans development and implementation. Significant attention is turned to acquainting students with different marketing strategies. The processes of marketing activities organizing, directing and controlling are discussed. The aim is to cover and summarize the modern achievements in marketing management in an appropriate consistency. The subject has input connections with courses in "Marketing", "Public Relations” and „Communication Policy" and exit connections with, "Strategic Management", "Management Policy" and other courses, as well as with the development of a thesis and the implementation of students in practice.

*Course content*: Marketing as a process - an overview; Company business, marketing and management; Market research and analysis; Marketing objectives and target objects. Marketing strategies; Marketing tactics; Marketing programs planning.

1. **Organizational Behavior**

**ECTS** credits: **6**

*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 Fundaments of Management and is a prerequisite for Human Resources Management and Organization of Management Work. During the development of the program 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; Motivation and Learning; Behaviour and Style; Power and Leadership; Submission and Subordination; the Manager as a Subordinate.

1. **Production and operation management**

**ECTS** credits**: 5**

*Abstract*: The course "Production and Operations Management" (POM) aims to provide students with some basic skills and expertise in management of goods and services production. The matter has inputs from courses: Introduction to Entrepreneurship, Business Models for Entrepreneurs, Sales Management and outputs to the courses: Management of Growth, Innovation Policy and Diploma Thesis and Defense.

*Course content*: The course is divided into two parts: management of goods production and operations management of services. The first part includes two main groups of questions. The first one introduces common issues of POM, production process design and capacity planning. The second group discusses the issues of aggregate planning, scheduling, operational planning and controlling. The second part analyzes the specifics of the operations management of services. The first group of questions from this part presents production core of services, service design and planning of the production process. The second group of questions discusses service capacity planning, queue management in services and service quality management.

1. **Quality Management**

**ЕСТS** credits**: 5**

*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.

1. **Risk Management**

**ECTS** credits**: 5**

*Abstract:* The subject is focused on delivering of knowledge, creating skills and development of competences in the students to manage the risk in different economic systems. It requires prior knowledge in mathematics, law, management, informatics, economics, finances, statistics, etc. At the end of the course students will be able to join other courses in the domain of theoretical, applied and professional knowledge of how to develop certain risk management documents – human resources management, planning and forecasting of economic systems, regional development, project management, etc.

*Course content*: Introduction. The nature of risk. Sources of risk. Risk classification. The process of risk management. Financing the risk management. Risk management administration.

1. **Strategic Management**

**ECTS** credits**: 6**

*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.