

Professional standards of the Bachelor in Business Management

Educational Degree - **Bachelor**

Professional qualification: **Business manager**

Duration of study: **4 years (8 semesters)**

Bachelors, graduated “Business Management” at the Rouse University, have the skills for career development in administration and management of the economy, state, and local governing bodies.

The overall objective of the education, in this subject, is to prepare experts in business management, who meet the contemporary requirements. Those managers are instructed to work in market economy environment, e.g. rapid changes, business risk, manufacture diversification, competition, intensive communications, and information flows, business information technologies, management, etc.

General and specific training: Business Management 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 Behaviour, 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* – huge variety of courses, depending on the subject and career development field of the specialist.

General and specific skills:

The Bachelors in Business management gain skills to organize and manage 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 Management 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 department, logistics, planning, trade, information; to be managers or chief executive officers of business, commercial and consulting companies.

**CURRICULUM of the degree course in
BUSINESS AND MANAGEMENT
(active from July.2013)**

Year One

Code	First semester	ECTS	Code	Second semester	ECTS
0877	Business mathematics	7	1074	Fundamentals of Management part I	6
1001	Fundamentals of Public Law	4	1848	Economics	6
3482	Basics of Private Law	4	1177	Statistics	5
1037	Foundations of Public Administration	5	2316	Inform. Systems and technologies part I	4
			1178	International Institutions and Administration	3
	<i>Group 1 Electives - 1 subject is to be elected</i>			<i>Group 1 Electives - 1 subject is to be elected</i>	
1478	English language - I	10	2086	English language- II	6
1026	German language - I	10	2087	German language - II	6
1120	French language - I	10	2099	French language - II	6
1121	Russian language - I	10	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	6	3477	Organizational Behaviour	6
3473	Inform. systems and technologies 2	5			
3471	Accounting	6	3478	Management Accounting	6
3472	Quantitive Methods in Management	5	3479	Finance	6
3474	Economic of the Public Sector	4	3480	Management Information systems	5
			3481	Management Information systems - CA	2
	<i>Group 1 Electives - 1 subject is to be elected</i>			<i>Group 1 Electives - 1 subject is to be elected</i>	
3475	Sociology	4	0372	Economic Infrastructure	5
	Economic history	4	0407	Risk-management	5
1049	Politology	4		Social policy	5
	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	3496	Production Management and Engineering	5
3495	Financial Management	5			
3497	Public Relations	4	3488	Sustainable Regional Development	5
3498	Marketing	5		Management of the suppliers chains	5
3493	Communication policy	6		Integrated management systems	5
				<i>Group 1 Electives - 1 subject is to be elected</i>	
			3501	Insurance	4
			3508	E-Business	4
				Territorial and settlement organization	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	5
3503	Operations Management	6		Corporate and social responsibility	5
3504	Management of Innovations	6	3487	Small Business Management	6
3505	Projects Mngement	6			
1528	Project Management – CA	2	3514	Post-semester Practice - 4 weeks	4
	Group 1 Electives - 1 subject is to be selected				
3492	Negotiations in Business	4	3515	Graduation procedure Diploma Thesis OR	10
3509	Business Correspondence	4		State exam on	
3512	International Business	4	1600	Theory of Management	5
			1611	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: 7

Assessment: exam

Departments involved:

Department of Mathematics

Faculty of Natural Sciences and Education

Lecturers:

Assoc. Prof. Petar Ivanov Rashkov, MSc, PhD, Dept. of Algebra and Geometry,

phone 888 489, E-mail: tpeter@ami.uni-ruse.bg

Pr. Assist. Prof. Tihomir Bogomilov Gyulov, MSc, PhD, Dept. of Algebra and Geometry,

phone 888 489, E-mail: tgulov@uni-ruse.bg

Abstract:

This introductory course in topics from various branches of mathematics is a prerequisite for the successful training in economics and management. The main point is put on the concepts, the ideas, the methods and their presence in other sciences. A wide range of applications in economics is covered.

Course content:

Systems of linear equations. Gaus' method. Matrices. Determinants. Matrix equations. Leontiev's model. Sequences and series. Simple and compound interest. Discount. Annuity. Differential calculus and applications. Elasticity of demand and supply. Indefinite and definite integral, applications. Partial derivatives and extremum of function of two variables. Conditional extremum and Lagrange multipliers. Differential and difference equations.

Teaching and assessment:

The course consists of lectures and seminar exercises, as well as individual work on a course assignment which has to be presented and defended in two parts by any of the students. The assessment is based on the exam, midterm and final tests results.

1001 Basics of Public Law

ECTS credits: 4

Assessment: exam

Departments involved: Department of Public Law, Faculty of Law

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

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

Abstract:

The course is a basic course in law and gives the students knowledge of the legal organization and functioning of the state government, of the methods and forms of administration and its control, of the responsibilities and the defense of the rights of the different subjects of law in the process of state government.

Course contents:

The course consists of three parts: general part, special part and procedures. It deals with problems connected with the executive function of the state, legal administrative regulations, subjects of administrative law, executive power bodies and their administration, administrative act, methods of government control, administrative responsibility, state government in economic, social and cultural and administrative activities, principles of administrative procedures and types.

Teaching and assessment:

Lectures give knowledge of operative administrative law. Legal regulations are discussed and analysed. Basic concepts and principles of administrative law are explained, as well as organization and functioning of administration in different areas of state government. Lectures are organized in parallel with seminars, the topics of which are assigned in advance. The exam consists of an answer to three questions from the synopsis, an answer to additional questions of a theoretical and practical character asked by the examiner. The mark reflects the degree of acquiring the learning material and the student's performance at seminars.

3482 Fundamentals of Private Law

ECTS Loans 4

Weekly workload: 2+1 +0+0

Methodological guidance: Legal faculty

Instructors: Professor Georgi Stefanov, Legal faculty, tel. 888 - 760

Abstract:

Studying the course Fundamentals of Private Law aims to introduce students to the subject matter, functions, method and approach of general theory of law with the basic concepts of civil law on real rights, of obligation, family and inheritance law, labor and commercial law .

Course content:

Concept of law; nature of the legal norm; legal facts; entities; subjective rights and legal obligations, Characteristics of civil law; civil law Subjects; legal transactions - nature, types and invalidity; Representation, liability, right to property; Other property rights; protection of property rights; Definition of obligation law, contractual relations, sales contract, contract company, contract manufacturing, contract procurement, loans and loan help for consumption, lease and contract deposit; Marriage; Origin, relationship; Adoption; Inheritance -nature and types; employment - nature; Occurrence, amendment and termination; disciplinary action and payment of compensation, salary; Merchant - nature and types: Groupings of companies, trade representation.

Teaching and assessment:

Training material is displayed during the lectures. The main themes are held seminars. The active participation of students is encourage with solving cases and tests, and with conducting a discussions on the topics. A continuous assessment of students is putting trough - 1. solving test, 2. problem solving and 3. written test on the set topic. Students receive endorsement when they are present at all seminars and have a positive assessment of the three written tests. The final assessment consists of written evaluations of control and active participation of students work during the current semester.

1037 Basics of Public Administration

ECTS credits: 5

Assessment: continuous assessment mark

Department involved: Department of Management and Business Development

Lecturers: Prof. Loretta Petrova Parashkevova, DSc, Dept. of Management and Business Development

Abstract: The course is comments on topics connected to nature and development of Public Administration. Basic character of the subject requires building of comprehensive overview of the theoretical and applied aspects of Public Administration as science and social practice. The purpose of the present course is not only the mastering of definite theoretic concepts, definitions and models, but also the development of an approach to studying the Public Administration. Students are expected to master instruments and techniques of thinking that will enable them to make adequate conclusions about essence and functions of the administrative system. Contact hours are conducted according to additionally announced topics. During seminars the theoretical aspects are reinforced trough discussions and solvation of case studies.

Course content:

The following topics are included: Contemporary state and role of Public Administration. Origin, nature and basic characteristics of Public Administration. Public Sector. New Public Management. Administrative system and authorities. Civil service and civil servants. Administrative and territorial structure. Local authorities. Management, planning and programming in Public Administration. Marketing and administrative servicing. Interrelations between the administration and civil society structures. Institutional and civil control on Public Administration. Administrative ethics in civil service. Perspectives towards Public Administration.

Teaching and assessment:

During contact hours the essence of each topic is proposed in a systematic and structured manner. Students are acknowledged with the theoretical basics of the learning content. Appropriate practical examples and good practices are commented. During seminars discussions and situational analyses are conducted, case studies are solved with the purpose to master the key elements of learning contents. Validation of semester is possible when the following requirements are kept: at least 80% presence during contact hours; at least result of Average3 (E) as an on-going evaluation for the semester, which is being formed on basis of the final test, course project and discussions during seminars (including on individual and group theoretical and applied tasks). Final examination consists of an open and closed questions test and a case study. Additionally oral examination is foreseen for confirmation of the final assessment. The final assessment is calculated as average of on-going assessment and the examination assessment.

Foreign Language I

Part 1: 1478 English part 1; 1026 German Part I; 1120 French Part i; 1121 Russian part I

ECTS credits: 10

Weekly workload: 0l+0s+0lab+8p

Assessment: continuous

Department involved: Department of Foreign Languages, Faculty of Law

Lecturers:

Sr Lecturer Angela Spassova, Dept of Foreign Languages; tel: 888230; aspassova@uni-ruse.bg 2.Sr

Lecturer Sergey Bartenev, Dept of Foreign Languages; tel: 888824; E-mail: sbartenev@uni-ruse.bg 3.Sr

Lecturer Roumyana Milanova, Dept of Foreign Languages; tel:888824; E-mail: rmivanova@uni-ruse.bg 4.Sr

Lecturer Iliyana Benina, Dept. of Foreign Languages; tel:888815; E-mail: ibenina@uni-ruse.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. Company activities. Product description. Reporting. Socializing. Meetings. Employment. Making arrangements. Planning. Describing trends. Company achievements. Negotiating. Grammatical contents corresponds to the lexical items and the topics discussed.

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: 2 L + 2S + 0 Lab+ 0 P

Assessment: exam

Type of exam: written and oral

Department involved: Dept. of Department of Management and Business Development, Faculty of Business and Management

Lecturers:

1. Assoc. Prof. Nikola Kocev, PhD, Dept. of Department of Management and Business Development, tel: 888-715.;

E-mail: nkotsev@uni-ruse.bg

2. Assoc. Prof. Svilena Ruskova, PhD, Department of Management and Business Development, tel: 888-617

E-mail: sruskova@uni-ruse.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 management. 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 Fundamentals of public administration and is a prerequisite for Fundamentals of management Part II, Organizational Behaviour, Human Resources Management, Project Management, SME Management, Strategic Management, etc. as well as the diploma project.

Course content:

The course includes the following topics: Development of Management – theory and practice; Organizational concept; Management system; Management effects and Subject of management.

Teaching and Assessment:

In the teaching course besides the classical lecture methods it is planned to use also visualizing aids. The bigger part of the taught material is being illustrated by appropriate examples from practice. This assists the efforts for implementing more purposeful seminars.

The seminars are synchronized with the lectures. Students are expected to do their lecture readings beforehand, so that they will be able to participate in class discussions more adequately. The assistant professor carries out a continuous assessment and gives an average evaluation for the term, based on the overall student's participation in the discussions, in the debates on causes and on the prepared course tasks. Along with the examination of the level of acquired professional knowledge on Management, the skills for applying them in practical situations are also being viewed. The overall evaluation is built on the base of the participation assessment during the term and the exam grade.

1848 Economics

ECTS credits: 6

Assessment: exam

Department involved:

Department of Economics

Faculty of Business and Management

Lecturers:

Assoc. Prof. Emil Georgiev Trifonov, Ph.D., Dept. of Economics

tel.: 888 703, E-mail: e_trifonov@abv.bg

Abstract:

Economics is a fundamental economic discipline that examines the general principles and problems of contemporary market economy at micro- and macro level. Thus, it gives knowledge of the economic system, the alphabet and grammar of economic language, and as a basis for the rest economic disciplines, it develops the economic culture that finds expression in skills for correct orientation and independent choice in the market environment. These characteristics make the discipline a necessary unit to every economic education that pretends to have academic disposition.

Course content:

Nature of the economic science; Measuring the economic activity; Production of goods and services; Expenses and incomes of the company; Market and market mechanism; Demand and supply elasticity; Economic systems and market forces; Competition and market behavior; Price-formation and incomes from production factors; Market economy, monetary supply and banks; State intervention in the economy; Macroeconomic policy and economic theory; Management of economic; Exchange rates and exchange rates mechanism; Public policy and international exchange.

Teaching and assessment:

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 two continuous assessments in test form during the seminars. The active form of the 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 elaborated in written mode. Countersign in the discipline is given to students that have been present at the two continuous assessments. The final assessment of the student is exam.

1177 Statistic

ECTS credits: 6

Way of checking the knowledge: Exam

Methodological guidance: Applied Mathematics and Statistics, Faculty of Public health and health care

Lecturers: Assoc. Prof. Dr. Dipl. Eng. Todor Tzanev Todorov, Applied Mathematics and Statistics, tel. +359 82 888 720; e-mail: todorov@uni-ruse.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.

Contents of the educational subject

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.

Technology of training:

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 one question and two problems or test. By the formation of the final mark, the mark on the course assignment and students' participation in seminar exercises are being taken into consideration.

Weekly classes: 2L+2S+0Lab

Type of exam: written

Weekly lessons: 2l + 2se + 0 + 0 + P

Type of exam: in a written form

2316 Information Systems and Technologies - part 1

ECTS credits: 4

Assessment: continuous assessment

Weekly classes: 1 lec+0sem+0labs+2ps

Type of exam: test

Departments involved: Department of Informatics and Information Technologies, Faculty of Pedagogic and Education

Lecturers:

1. Assoc.Prof. Plamenka Hristova, PhD, Dept. Of Informatics and Information Technologies, tel.:+359 82 888 326; E-mail: ptx@amiuni-ruse.bg

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

Abstract:

The course objective is students to get familiar with the computer as technical facilities and work principals, with main ideas of the networks, as well as the contemporary operating systems and the most used office software. It is given particular stress on computer aided documentation and its presentation. The aim of the workshops is students to improve work with computers in practice using the most applied program systems, i.e. Windows, Word, Excel, MS Power Point and Internet. **Course content:**

Basic topics: Brief history of computer development; Main components of a computer system; Classification of computers; Central processing units; RAM and ROM; Data presentation in computers; Multi-core processors; Magnetic storage, optical storage, Flash memory; Input-output devices; Computer networks; System programs, Operation systems - functions and tasks, components, classification, well-known operation systems; Applied software; Office software. **Teaching and assessment:**

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

1178 International institutions and administration

ECTS credits: 3

Assessment: continuous assessment

Weekly workload : 2lec , paper

Departments involved: Department of Public Law, Faculty of Law Lecturers: Prof. PhD , Blagoi Vidin, Dept. of Public Law, tel: 888 721 Assistant professor Zornitsa Yordanova, Dept. Of Public Law, tel. 888

Abstract: The course aims at giving the students knowledge in the area of international relations: rights and responsibilities of states according to international treaties, 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; tendencies in visions about future functions of existing international organisations, etc.

Course content: The topics of the course cover the most important stages in the development of international public law and the main existing international organizations : United nations, Council of Europe, European union, other important universal and regional organizations as well as the structure and competences of their administration.

Teaching and assessment: Lectures give the students fundamental knowledge of the development of international public law, state responsibility, foreign relations authorities and mostly- of the main international organizations , including NGOs. The final mark takes into account students' activity during the course, their marks from the tests and the submitted papers.

Foreign Language II

Part 2: 2086 English part II; 2087 German Part II; 2099 French Part II; 2088 Russian part II

ECTS credits: 6

Weekly workload: 0l+0s+0lab+5p

Assessment: exam

Type of exam: written

Department involved: Department of Foreign Languages, Faculty of Law

Lecturers:

1. Sr Lecturer Angela Spassova, Dept of Foreign Languages; tel: 888230; aspassova@uni-ruse.bg

2.Sr Lecturer Sergey Bartenev, Dept of Foreign Languages; tel: 888824; E-mail: sbartenev@uni-ruse.bg

3.Sr Lecturer Roumyana Milanova, Dept of Foreign Languages; tel:888824; E-mail:

rmivanova@uni-ruse.bg

4.Sr Lecturer Iliyana Benina, Dept. of Foreign Languages; tel:888815; E-mail: ibenina@uni-ruse.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: Jobs and contacts. Dealing with Customers. Orders. Sales. Trends. Business Travel. Comparing Alternatives. Planning. Training. Career Development. Systems and Processes. Time Management. Grammatical contents corresponds to the lexical items and the topics discussed.

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: 6

Weekly workload: 2 L + 2S + 0 Lab+ 0 P

Assessment: exam

Type of exam: written and oral

Department involved: Dept. of Management and Business Development, Faculty of Business and Management

Lecturers:

1. Assoc. Prof.Emil Kotsev, PhD, Dept. of Management and Business Development, tel: 888-715, e-mail: ekotsev@uni-ruse.bg

Abstract:

The objective of this course is to develop in the students the necessary quantity and quality of basic management knowledge and skills. The material presented is organized according to the recent achievements in management theory

Course content:

The course includes the following topics: Communication in management; Change management; Conflicts in the organization; Management of implementation; Quality control; Management of international business; Effectiveness of management and managerial work; Social and ethical aspects of management; Women in management; Career management.

Teaching and Assessment:

During the lectures the basic moments from the content of each topic are systematically presented. Real business practices are discussed. During the seminars students' knowledge is tested through discussions, case studies and management games.

The current control is done through activity assessment during discussions, test and individual course work. Course attestation is given in return for the paper work, which is submitted in time and marked with Good 4 minimum.

The overall evaluation is built on the participation assessment during the exercises and the exam grade, provided that the written exam assessment is minimum Fair 3.

Information Systems and Technologies, part II

ECTS credits: 5

Weekly workload: 1 L + 0S + 0Lab + 3P / CW

Assessment: Continuous assessment

Type of exam: written test

Department involvement: Department Informatics and Information Technology,

Lecturers: Assoc.Prof.PhD Aleksandar Petkov Petkov Department of Management and Business Development, tel.:888776, apetkov@uni-ruse.bg

HA PhD Magdalena Hristova Andreeva. Tel.888470, magie@ami.uni-ruse.bg

Abstract: Target of the lectures is to teach students the contemporary business information systems and technologies. In the practical exercises the students work and acquire practical knowledge in using business application software: Excel and Access.

Course content: Information systems. File systems and database. Data modeling. Relational model of data. Relational algebra. Database languages. Nature and characteristics of the information. Business information. IT for manipulating, analyzing and presenting of business information. Information technologies in administration. Information technologies for financial management. Internet technologies and business.

Teaching and assessment: Lectures involve students in the subject of the module – they describe the main 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 evaluates skills of the students. Each student is working during the semester on individual task which is evaluated by the assistant. A test is used at the end of the semester to evaluate the acquired theoretical knowledge of each student. The final evaluation is calculated as an average of the test results, the evaluation of the practical exercises, and individual work content and presentation.

3471 Accounting

ECTS credits: 6

Weekly workload: 2L+2S+0Lab+0P/CA

Assessment: exam

Type of exam: written

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

Assoc. prof. George Aleksandrov Batashki, Department of Economics, tel. 888 416, E-mail: batashki@yahoo.com

Principal Assistant Ivanka Borisova Dimitrova, Department of Economics, tel. 888 416, E-mail: idimitrova@uni-ruse.bg

Abstract: The course aims to give students basic theoretical knowledge and enables them to acquire some practical skills in creating and using accounting information. During acquiring accounting learning, students could use knowledge from the subjects "Economics", "Basics of Management", etc. Students can use the obtained knowledge from the Accounting course in learning some other subjects: "Management Accounting", "Finance", "Management Information Systems", "Financial Management", etc.

Course content: The course covers the following topics: Nature and characteristics of Accounting; Object and method of Accounting; Accounting of main accounting objects: Assets - fixed and short-term, Liabilities, Capital, Financial results - Profit/Loss, Incomes, Expenses; Elements of the Annual Report and their utilization for analysis of the enterprise's financial status and the efficiency of enterprise's activity.

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 and to make financial and accounting analysis. Students' understanding on the subject matter will be assessed continuously during the seminars. The paper is individual, it is composed of 2 parts - Accounting-part and Analysis-part. The semester validation requires presentation and defense of the paper in term; regular attendance of seminars. The final mark is formed from the results of the continuous control, from the paper defense and from the written exam.

3472 Quantitative Methods in Management

ECTS credits : 5
Assessment : exam
Department(s) involved : Group of Applied Mathematics and Statistics
Workload per week : 2l + 2sc
Type of exam : written

Lecturers :

1. Assoc. Prof. Velizar Pavlov, MSc (Math), PhD (Math), Dept. of Appl. Math. and Stat, Phone: 888-466
e-mail: vpavlov@uni-ruse.bg
2. Assoc. Prof. Plamen Yalamov, MSc (Math), PhD (Math), Dept. of Appl. Math. and Statistics
e-mail: yalamov@allianz.bg

Annotation:

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 syllabus:

Introduction to 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. Elements of queueing theory. Elements of inventory theory.

Teaching and learning methods:

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)".

1533 Economics of the public sector

ECTS credits: 4
Assessment: continuous assessment
Department involved: Department of Economics, Faculty of Business and Management
Lecturer: H.A.Prof. Dafina Doneva, Ph.D., Department of Economics, tel. 888 704
Weekly workload: 2l+1s+E+CA
Type of exam: written
ddoneva@yahoo.com

Annotation:

The content of the course is targeted towards understanding the basics of public economics with special focus on the application and issues of policy. The course is built on the basis of the achievements of the current economic theory of the public sector and studies on the Bulgarian economy and other EU member states' economies.

Goals of the discipline:

To develop the students' understanding of the basic concepts, the theory and the application of public sector economics;

to introduce the varieties of methods used by contemporary economic theory of the public sector and to lead to understanding of their application in market economy conditions.

Course content:

The discipline is structured to include three circles of problems: Introduction to the economy of the public sector; Reasons, forms and approaches for state intervention in the economy; Fiscal system of state intervention. The introduction includes introductory topics such as: Public sector and basic economic problems; State's role in the mixed economy. The second circle examines the necessity of the public sector, the forms of state intervention, public goods, externalities and their regulation. The third circle includes the topics, dedicated to public expenditure, fiscal decentralization, and tax levy.

Teaching and assessment:

Teaching is conducted in the form of lectures, seminar classes, active forms of education and self-work. The lecture material follows the established logic of the discipline and is illustrated with real-world examples from the Bulgarian and EU economies. Seminar classes are based on the lecture material and follow its succession. For better understanding of the topics tests and case studies are included. The seminar classes are tailored in such a way so as to further the apprehension of the concepts and the problems, focusing on the latest developments in the economics of the public sector.

Student endorsement verifies the obligations of the students and is done according to the rules of the University of Ruse. There are two tests, which are obligatory for the student, as well as writing a course assignment.

3475 Sociology

ECTS credits: 4

Weekly workload: 2L + 1S + 0Lab + 0P

Assessment: continuous assessment mark

Type of exam: written and oral

Department involved: Department of Management and Business Development

Lecturers: Prof. Loretta Petrova Parashkevova, DSc, Dept. of Management and Business Development

Abstract: The course gives introductory knowledge for the nature of society and social processes on the one hand, and of the state and civilizations on the other, of the crises and cycles in their development. Accents in the theoretical knowledge are put on the classical and contemporary theories for the nature and development of society, social groups and communities. Next to that students are expected to be acquainted to the social content and specifics of economics and politics of labor and market. Purpose of the subject is that the students are able to build up sociological culture for identification and analysis of social phenomena and processes in society.

Course content:

The following topics are included: Sociological approach. Sociological research. Culture. Society. Civilization. Socialization. Social interaction. Groups and organizations. Deviant behavior. Stratification. State. Policy and government. Economy and labor. Local, world and global civilizations. Social changes. Crises and cycles.

Teaching and assessment:

During contact hours the essence of each topic is proposed in a systematic and structured manner. Students are acknowledged with the theoretical basics of the learning content. Appropriate examples from the social practice are commented. During seminars situational analyses are conducted, case studies are solved, discussions on papers developed by the students are made with the purpose to master the key elements of learning contents. Validation of semester is possible when the following requirements are kept: at least 80% presence during contact hours; at least result of Average 3 (E) as an on-going evaluation for the semester, which is being formed on basis of the evaluations of the test on the course topics, intermediate and final test evaluations, evaluation on the research paper.

3476 Economic History

ECTS credits: 5

Weekly workload: 2Lectures+1seminars

Assessment: exam

Type of exam: written

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

Lecturers:

1. Assoc. Prof. Dyanko Hristov Minchev, PhD, Dept. of Economics, tel: 888 557,
2. E- mail: dminchev@uni-ruse.bg
3. Assoc. Prof. Lubomir Zlatanov Zlatev, PhD, Depart of Pedagogy, Psychology and History, tel.: 841 609, 246

Abstract:

Economic History studies the past of productive forces and relations of a separate country, region, continent or the world as a whole. In this sense it is an interdisciplinary science showing the specific features of economic development through a series of historical flashbacks. Thus economics reveals the economic development in relation to both historical and political events. Economic History is related to a number of humanitarian sciences such as philosophy, sociology, political science, economics, history, geography and so on. However, it is most deeply linked with the general theory of economics and sociopolitical history.

Course content:

Introduction into Economic History. Economic development of the world until the V-th century A D Economic development from the 5th century A.D. to the 16th century, and from the 16th century to the beginnings of the Industrial Revolution. Economic development from the Industrial Revolution to the 1870s. Economic changes between the 1870s and the First World War. World economy between the wars Presentday

economic developments.

Teaching and assessment:

The final exam comprises two questions or two tests - one from the economic history of Bulgaria, the other from the economic history of the world. The grading system lays an emphasis on the second question (test) which brings between 0 to 4 points whilst the first question (test)- from 0 to 2 points. A student may get 0,75 point for paper and for active participation in lectures and seminars. The final ECTS grade is based on both the exam result and student participation during lectures and seminars.

1049 Political Science

ECTScredits: 4

Weekly workload: 2L + 1S + 0Lab + 0PE

Assessment: current

Type of exam: written and oral

Department responsible: Department of Management and Business Development, 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 assignment to consolidate the application. The current assessment 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.

3477 Organizational Behaviour

ECTS credits: 6

Weekly workload: 2L + 2S + 0 Lab+ 0 P

Assessment: exam

Type of exam: written and oral

Department involved: Dept. of Management & Business Development, Faculty of Business and Management

Lecturer:

1. Assoc. prof. Emil Kotsev, PhD, Dept. of Management & Business Development, tel: 888-715;

E-mail: ekotsev@uni-ruse.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; Motivation and Learning; 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.

3478 Management Accounting

ECTS credits: 5

Assessment: exam

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

Lecturer:

1. Assoc. Prof. Jordanka Passeva Velcheva, PhD, Dept. of Business and Management, tel. 888 776, E-mail: jvelcheva@uni-ruse.bg

2. Principal Assistant Ivanka Borisova Dimitrova, Department of Economics, tel. 888 717, E-mail: idimitrova@uni-ruse.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", „ Basics of 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: 6

Assessment: exam

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

Lecturers:

Assoc. Prof. Marin Marinov, Ph. D., SA, D. A. Tcenov", Svishtov

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 and Economic and Financial Analyses.

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 L + 0 S + 0 Lab + 2 P

Assessment: Current assessment

Type of exam: written test

Department involved: Department of Management and Business Development, (MBD)

Lecturer: Assoc. prof. Aleksandar Petkov Petkov. Dep. MBD, tel.:888 776, apetkov@uni-ruse.bg

Abstract:

The course is building the information culture of the future specialists in area of business management/public administration and cover in depth problems of Information systems and technologies. The students study the contemporary management information systems. Acquired knowledge and skills will be useful in future work of the students as managers.

Course content:

Information systems and technologies in business. Analyses 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 L + 0 S + 0 Lab + 0 P/ CW

Assessment: Written project

Type of exam: presentation the results

Department involved: Department of Management and Business Development (MBD)

Lecturer: assoc. prof. PhD Aleksandar Petkov Petkov. Department MBD, tel.:888 776, apetkov@uni-ruse.bg

Abstract:

The coursework have main task to develop the skills of the students to use acquired knowledge to analyze the management information systems in a business organization chosen by the student. During the preparation, each student must propose the suggestion to improve the information system in the organization. Basic accent is on the implementation of the acquired knowledge in the practice.

Course content:

The object is a 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.

Teaching and assessment:

Course project will be possessed in the third week of the semester. Each student has to choose a company, according to possibilities to reach company's 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 rate of covering the requirements.

0372 Economic Infrastructure

ECTS credits: 5

Weekly workload: 30 L + 15 S + 0 Lab + 0 P + CA

Assessment: exam

Type of exam: written and oral

Department involved: Dept. of "Management and business development", Faculty of "Business and Management"

Lecturer:

1. Assoc. Prof. Dr. Daniel Yordanov Pavlov, Dept. of Management and business development, tel: 888-518; dpavlov@uni-ruse.bg

Abstract:

This integrated course covers some of the most important issues, concerning the management of the territorial economic systems. This course aims to provide students with proper understanding about the nature of the economic infrastructure related to its creation, maintenance and development in order to facilitate the normal rhythm of the reproduction process.

Course content:

The course includes the following topics: Introduction to the course. Nature and scope of the course. Economic infrastructure as a fundament for development of the production systems. Territorial organization and management of the basic sub-systems of the economic infrastructure. Corporative infrastructure – basic sub-systems. Forecasting of the economic infrastructure. Basic issues in economic infrastructure. Development of policy for development of the economic infrastructure.

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 confirm the theory by examples and student-orientated education. Students are expected to do their lecture readings, which enable them to participate the class discussions and to prepare some materials in the class 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. The overall evaluation is built on the participation assessment during the exercises and the final exam; it is based on ECTS system.

0407 Risk Management

ECTS credits: 5

Weekly workload: 2L+1S+0Lab+0P+CA

Assessment: exam

Type of exam: written and oral

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

Lecturers:

Assoc. Prof. Dr. Daniel Pavlov, Department of Management and Business Development, dpavlov@uni-ruse.bg

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.

Teaching and assessment: The content is delivered to the students by topic-oriented lectures and seminars. Students are able to use the web-based platform at the University of Ruse (E-learning) for their self-preparation. The seminars are focused on practical issues. The assignments are individual and team with main idea to create and develop skills and competences in the students to use realistically the theoretical tools. The assessment is focused on working on practical assignments, which the students send by e-mail. The final assessment is based on: the active participation of the students during the classes (15%), course assignment (35%) and test (50%).

3474 Social politics

ECTS credits: 5

Weekly workload: 2L + 1S + 0Lab + 0P

Assessment: continuous assessment mark

Type of exam: written and oral

Department involved: Department of Management and Business Development

Lecturers: Prof. Loretta Petrova Parashkevova, DSc, Dept. of Management and Business Development

Abstract: The course gives systematic knowledge on basic problems of the social politics and social insurance. The purpose of the present course is not only the mastering of definite theoretic concepts, definitions and models, but also the development of an approach to studying the social politics according scientific understanding at the beginning of XXI century. Students gain knowledge for: basic aspects of social politics, approaches and mechanisms for realization; government's and business' role in the social politics; problems of the politics of incomes, inflation, unemployment; capabilities for identification of the specific social and economy problems of the social development.

Course content:

The following topics are included: subject and method of science social politics; demographic process and demographic politics; government and social politics; social politics control; conflicts in the social politics' field; social problems of the economy destabilization; incomes, consumption and politics of incomes; система за social state insurance; health insurance; social attention; social responsibilities of the business.

Teaching and assessment:

During contact hours the essence of each topic is proposed in a systematic and structured manner. Students are acknowledged with the theoretical basics of the learning content. Appropriate practical examples and good practices are commented. During seminars discussions and situational analyses are conducted, case studies are solved with the purpose to master the key elements of learning contents. Validation of semester is possible when the following requirements are kept: at least 80% presence during contact hours; at least result of Average3 (E) as an on-going evaluation for the semester, which is being formed on basis of the final test, course project and discussions during seminars (including on individual and group theoretical and applied tasks). Final examination consists of an open and closed questions test and a case study. Additionally oral examination is foreseen for confirmation of the final assessment. The final assessment is calculated as average of on-going assessment and the examination assessment.

3485 Human Resource Management

ECTS credits: 5

Weekly workload: 2L + 2S + 0Lab + 0P

Assessment: continuous assessment

Type of exam: written and oral

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

Lecturers:

1. Prof. Marija Yossifova Andreeva, PhD, Department of Management and Business development, tel: 888-715

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: 3L+3S+0Lab+0P+CA

Assessment: exam

Type of exam: written and oral

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

Lecturers:

Assoc. Prof. Dr. Daniel Pavlov, Department of Management and Business Development, dpavlov@uni-ruse.bg

Abstract: The subject is focused on knowledge, skills and competences in the students to forecast and plan different economic systems. It requires prior knowledge in mathematics, law, management, informatics, economics, 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 forecasts and plans related to finances, city and regional planning, strategic management, etc.

Course content: Introduction. Forecast and forecasting. The plan as a result of the planning process. Organization of the planning activity. Forecasting and planning of investments.

Teaching and assessment: The content is delivered to the students by topic-oriented lectures and seminars. Students are able to use the web-based platform at the University of Ruse (E-learning) for their self-preparation. The seminars are focused on practical issues. The assignments are individual and team with main idea to create and develop skills in the students to use realistically the theoretical tools. The continuous assessment is focused on working on practical assignments, which the students send by e-mail. The final assessment is based on the active participation of the students during the semester (50%) and their final exam (50%).

3495 Financial Management

ECTS credits: 5

Weekly workload: 2L+ 2S+ OLab+ OP + CA

Assessment: continuous assessment

Type of exam: written

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

Lecturers:

1. Assoc. Prof. Yordanka Paseva Valcheva, PhD, Dept. of Business and Management, tel: 888 776 E-mail: yvelcheva@uni-ruse.bg

2. Senior Lecturer Anelia Peneva Liubenova, Dept. of Economics, tel: 888 347 E-mail: alyubenova@uni-ruse.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: 2L+1S+0Lab+0P+CT

Assessment: continuous assessment

Type of exam: written

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

Lecturer:

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

E-mail: rkarshakova@uni-ruse.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.

The continuous assessment (CA) 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 continuous assessment (80%) and CT (20%).

3489 Marketing

ECTS credits: 5

Weekly workload: 2l+2s

Assessment: exam

Type of exam: written

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

Lecturer: H.A. Prof. Petar Banchev, Ph.D., Department of Economics, tel. 082/888 357, e-mail:

pban@abv.bg

Annotation: The discipline builds up basic knowledge about: the marketing approach in the management of business the principles; methods and organizations for the conduct of marketing activity; market development approaches; application of marketing strategies for the development of product, price, distribution and communication decisions in business. Necessary prerequisites for the discipline include introductory economics, statistics, mathematics, informatics. The discipline lays the foundation for further study and realization of the marketing system and its elements, marketing policies and strategies for specific products and markets.

Course content:

Topic 1. Development of the marketing approach; Topic 2. Marketing characteristics

Topic 3. Marketing system; Topic 4. Marketing environment

Topic 5. Marketing and market development; Topic 6. Marketing planning

Topic 7. Marketing product solutions; Topic 8. Marketing price solutions

Topic 9. Marketing distribution solutions; Topic 10. Marketing communication solutions

Teaching and assessment:

The lectures make use of multimedia presentation for the text, diagrams, tasks, and examples. The technical provision of the students is carried out with computer presentation of case studies. Seminars include problem solving, examination of exemplary situations and discussion of written assignments on the topics from the course content.

The requirements for attendance verification and knowledge assessment are in line with the internal regulations of the University of Ruse "Angel Kanchev".

3493 Communication Policy

ECTS credits: 6

Assessment: Current Control

Department involved: Department of Business and Management, FBM

Lecturers:

Prof. Dr. Mladen Velev, Department of Management and Business Development and, tel.: 0888418019,

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' programmes 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;
- Analyse 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.);
- Analyse 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 programmes and so on.

Technology of education: 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 two students' assignments during the seminar workshops. The results of out-of-class activity are also assessed. 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: 80% of the two students' assignments scores (40% each) and 20% on student's report.

496 Marketing Management

ECTS credits: 6

Assessment: test

Department involved: 34 Department of Management and Business Development, FBM

Lecturers:

prof. Diana Antonova, PhD, Department of Management and Business Development, tel.: 888 726,

dantonova@uni-ruse.bg

acoss.prof. Milena Kirova, PhD, Department of Management and Business Development, tel.: 888 726,

mkirova@uni-ruse.bg

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 others 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.

Teaching and Assessment:

The team assignment on "Marketing Management" consists of analysis on a particular practical case. A group of 6 students works on the problem and each participant analyses a particular element of the organizational marketing programme by a check-list within the team task framework. The team task is connected with the marketing activities of a real business unit – defining its short-, middle- and long-term marketing objectives. The lecturers assess students' activity and creativity both of the individual student and the team as a whole. The deadline for submitting the team assignment is 2 (two) weeks before the semester ending.

The course of study aims to stimulate creativity in the process of gradual knowledge accumulation throughout the semester. Case studies and tests are used in the process of teaching theory and building practical skills. A lot of visual aids - audio and video materials - are used at lectures.

Current control and assessment are applied by a test, including questions about the marketing process and a team assignment, composed of individual tasks.

Prerequisite for the term validation: minimum 50% attendance on lectures and 100% on seminars, test fulfilment and individual assignment completed and submitted within the terms defined.

The final grade is formed by: 10 % lectures attendance, 40% fulfilment of the individual and team task and 50% oral defence of the individual and team assignment. The latter includes presentations of each student of the team on his (her) individual task as well. Students are preliminarily divided in groups, consisting of analysts and auditors. Creative discussions about each topic take place. Conclusions, concerning short-, middle- and long-term marketing strategic tasks of a particular company or branch are formulated. The lecturers observe the course of the discussions and form the final assessment.

3496 Production Management and Engineering

ECTS credits: 5

Week workload: 2l + 2s + 0le + 0p + a

Knowledge Testing Mode: examination

Examination Mode: written

Methodic Direction: Department of Management and Business Development, Faculty of Business and Management

Lecturers:

1. Ass.Prof. eng. Krasimir Ivanov Enimanev, Ph.D., Department of Economics, e-mail:kenimanev@uni-ruse.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 the production management, production management technology, requirements to the modern production management. The discipline objects are design, application, improvement, and management of integrated systems of people, materials and equipment. Input relation to the discipline is the knowledge of Macroeconomics, Management Fundamentals, Planning and Forecasting. Logical output relations are Economic Infrastructure, Operation Management, Project Management and Logistics.

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.

Sustainable Development of Regions

ECTS credits: 5

Classes per week: 2L+2S+0Lab.+0P+1CA

Assessment: exam

Type of exam: written

Methodical guidance: Department 34 "Management and Business Development", FBM

Lecturer: prof. d.t.s. Nikolay Stefanov Naydenov, assoc. prof. eng. Milena Peneva Kirova

Department of "Management and Business Development", tel. 888 726,

e-mail: naydenov@uni-ruse.bg; mkirova@uni-ruse.bg

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.

Teaching technology:

The training and teaching in this subject is done by lectures, seminars and controlled active work out of auditorium – a course assignment. The final grade on the subject is formed by the results from a written exam (75% of the final grade) and the rest 25% - by the course assignment written by the student.

Supply Chain Management

ECTS credits: 5

Weekly workload: 2L+2S+0L+0P+CA

Assessment: Exam

Type of exam: Written

Responsible department: Department of Industrial Management, Faculty of Business and management

Lecturers:

1. Assoc. Prof. Ivan Christov Mitev, Ph.D., Dept. of Industrial Management, Tel. 888-521. E-mail: ichmitev@uni-ruse.bg
2. Assist. Prof. Nikolay Delkov Kolev, Dept. of Industrial Management, Tel. 888-495, E-mail: nkolev@uni-ruse.bg

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.

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 one short written mid-term assignment 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 the mid-term assignments and have successfully defended the course assignment. 60% of the final grade is composed of the result from the written exam, 20% from the mid-term assignment, and 20% from the defense of the course assignment.

Integrated Management Systems

ECTS credits: 5

Weekly workload: 2 L + 0 S + 0 Lab + 2 P + CA

Assessment: ongoing assessment

Type of exam: written

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

Lecturers:

1. Assoc. Prof. Dr. Anton Nedyalkov, Department of Management and Business Development, tel: 888-520;
2. Assoc. Prof. Dr. Alexandar Petkov, Department of Management and Business Development, tel: 888-776;

Abstract: The course aims to provide with knowledge, skills and competencies about integrated management systems. The matter has inputs from the courses: Management Information Systems, Production Management and Engineering, Supply Chain Management, Organizational Behavior, Systems for Management Control and outputs to courses Operations Management, Strategic Management, State Exam on Management Theory / Diploma Thesis.

Course content: The course includes three main groups of questions. The first one introduces methodological issues of the course, system and process approach to management. The second group discusses the integration of management system based on standards and are focused on Quality Management Systems, Environmental Management Systems, Occupational Health and Safety Management, Food Safety Management Systems, Information Security Management Systems. The third one submits a special attention to certification, auditing and improvement of management systems.

Teaching and Assessment: The course training is accomplished by lectures, exercises 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 exercises 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.

3501 Insurance

ECTS credits: 5

Weekly workload: 2L+1S+0Lab+0P+CA

Assessment: exam

Type of exam: written and oral

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

Lecturers:

Assoc. Prof. Dr. Daniel Pavlov, Department of Management and Business Development, dpavlov@uni-ruse.bg

Abstract: The subject is focused on delivering of knowledge, creating skills and development of competences in the students to manage the corporate risks by insurance. 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 several domains: human resources management, planning and forecasting, project management, innovation management, etc.

Course content: Introduction. The nature of insurance. Sources of risk. Risk classification. Participants and terms in the insurance process. Compulsory insurance. State insurance policy.

Teaching and assessment: The content is delivered to the students by topic-oriented lectures and seminars. Students are able to use the web-based platform at the University of Ruse (E-learning) for their self-preparation. The seminars are focused on practical issues. The assignments are individual and team with main idea to create and develop skills and competences in the students to use realistically the theoretical tools. The assessment is focused on working on practical assignments, which the students send by e-mail. The final assessment is based on: the active participation of the students during the classes (15%), course assignment (35%) and test (50%).

3508 E-business

ECTS credits: 4

Weekly workload: 2 L + 1 S + 0 Lab + 0 P/CW

Assessment: Exam

Type of exam: written test

Department involved: Management and business development

Lecturers:

Assoc.Prof. Aleksandar Petkov Petkov, PhD. Dep.MBD, tel.: 888 776, apetkov@uni-ruse.bg;

Assoc.Prof. Anton Nedyalkov Nedyalkov PhD. Dep.MBD, tel.: 888 520, E-mail: anedyalkov@uni-ruse.bg

Abstract: The course is presenting knowledge in area of contemporary technologies to organizing business by Internet. The main object is to present expanding possibilities of electronic communications and organizing business by internet technologies.

Course content: Introduction to e-business. E-commerce. Analysis of the e-commerce development. E-marketing. E-surveys. Strategies in e-business. E-business models. Management of customer relationships. Building site. Security problems in e-business. E-Government

Teaching and assessment: Course teaching is organized by lectures, seminars and active form- course work. The lectures are presenting basic content and directions of e-business. Practical examples and case studies are used to help students to learn the topics. Attention of the students is keeping up by discussing questions. Seminars are organized in a computer lab. The students must learn the lectures and handouts presented in the course's WEB site in advance.

Territorial and urban structure

ECTS credits: 4

Weekly workload: 2l + 1s + 0le + 0p + e

Knowledge Testing Mode: examination

Examination Mode: written

Methodic Direction: Department of Management & Business Development, Faculty of Business and Management

Lecturer:

1. prof. eng. Krasimir Ivanov Enimanev, Ph.D., Department of Economics, tel.: 888 704, e-mail: enimania@abv.bg

Annotation:

The subject is included in the curricula of Business Management specialty as elective discipline. It aims at providing students with opportunities to gain additional knowledge of: the rules for spatial location of objects with various functions that have impact on private sector development; the character of relations and interdependence between the various types of infrastructure; the specific procedures for building and estimating the advisability and efficiency of infrastructural objects with the settlements. The input relations to "Territorial and urban structure" are such key disciplines as "Forecasting and Planning", "Public sector economics", and "Financial Management". The output relations of the discipline are directed to the disciplines "Projects Management" and "Small Business Management", as well as to graduation paper development.

Contents of the discipline:

Introduction to Territorial and Urban Structure. Urban structure of the territory. Urban schemes and plans. Infrastructure - An individual part of the public reproduction. Production infrastructure. Forecasting the production infrastructure development. Specific features of the technical infrastructure in Bulgaria. Integrated plans for urban renovation and development. Citizens and NGOs participation in territorial planning. Tendencies and problems in structure and development of settlements network in Bulgaria.

Tuition Technology:

The lectures are orally presented, in some cases by multimedia, and focus on analysis and discussion of fundamental problems, listed in the syllabus. The seminars are concentrated on solving of particular cases based on the main theoretical problems. The active form of tuition is a course work which volume must be at least 10 printed pages (A4). The final date for course work delivery is the date of the last seminar. Countersign in the discipline is given to students that have been attentive at the lectures and seminars, and have delivered a course work. The tuition in "Territorial and urban structure" concludes with a written examination. The final assessment of students is formed by the results of the written examination and the course work.

3502 Strategic Management

ECTS credits: 6

Weekly workload: 2L+2S+0Lab+0P

Assessment: exam

Type of exam: written

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

Lectures:

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

E-mail: epapasov@gmail.com

2. Assoc. Prof. 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 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%).

3503 Operations Management

ECTS credits: 6

Weekly workload: 2 L + 2 S + 0 Lab + 0 P / CA

Assessment: exam

Type of exam: written

Department involved: Department of Management and Business Development

Lecturers:

1. Assoc. Prof. Dr. Anton Nedyalkov, Dept. of Management and Business Development, phone 888-520;

Abstract:

The course aims to provide students with skills, knowledge and competence about the philosophy, strategy and approaches of operations management of services. The matter has inputs from the courses: Quantitative Approaches in Management; Management Information Systems, Marketing Management, Production Management and Engineering and outputs to the courses Strategic Management, Project Management, Innovations 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, information and staff 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: 6

Weekly workload: 2 L + 2 S + 0 Lab + 0 P + 1 CW

Assessment: Test + C Work

Type of exam: written and oral

Department involved: 34 Department of Management and Business Development, FBM

Lecturers:

Assoc.prof. Milena Peneva Kirova, PhD eng., Department of Management and Business Development, tel.: 888 617, mkirova@uni-ruse.bg

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. So, it is very important to acquire knowledge and skills on management of innovation process for creating, maintaining, reconstructing and modernizing corporate capital.

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.

The course "Management of Innovations" has introductory links to the subjects Corporate Risk Management, Financial Management, Production Management and Engineering, and outgoing ones to Strategic Management, International Business, and Management Policy and is related to the diploma theses and further practice of the students.

Course content:

Major sections of the subject are: Methods of innovation management; kinds of innovation; technological dynamics of innovations; choice of innovation strategy; characteristics of innovation projects management; stimulus and source of innovations; innovations and environmental protection; market innovation mechanisms; state and 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. Lectures are visualized through multi-media presentations and/or slides.

Theoretical basics of the topics given at lectures are discussed at seminars. Case studies preliminary submitted to the students, are conducted at a number of seminars. Visits to leading regional enterprises ensure the practical orientation of the course and help students in developing their course work.

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 term is considered validated, if the student has a minimum of 50% participation in lectures, 100% seminar participation and has presented his course work timely.

The final mark is based on 10% of lecture attendance, 30% on student's participation activity and 60% of writable exam. The lecturers control the presentation and form the final grade.

3505 Project Management

ECTS credits: 6

Weekly workload: 2L+ 2 S+ 0 Lab+ 0 PE

Assessment: exam

Type of exam: written

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

Lecturers:

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

E-mail: nnaydenov@uni-ruse.bg

2. Chief assistant professor Daniela Nikolaeva Iordanova, Department of Business and Management, tel.: 888-520;

E-mail: dyordanova@uni-ruse.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 project

ECTS credits: 2

Weekly workload: project

Assessment: written

Type of exam: written

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

Lecturers:

1. Prof. Eng. Nikolaj Stefanov Najdenov, PhD, Management and Business Development, tel.: 888-520;

E-mail: nnaydenov@uni-ruse.bg

2. Chief assistant professor Daniela Nikolaeva Iordanova, Management and Business Development, tel.: 888-520;

E-mail: dyordanova@uni-ruse.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", "Sustainable regional development", "Small firm management" and other courses contents and outgoing relations with the development of bachelor thesis and future practice.

Course content:

Business project preparation, including problem identification and diagnostic, project needs analysis, Logical framework approach, detailed project planning, including Work Breakdown structure, Time management, planning of resources and budget preparation.

Teaching and assessment:

Students discuss and choose their project topic in the timeframe of first two weeks of the semester. The project must be submitted until the end of semester. If there is a delay and submission after the deadlines the student will not be allowed to attend the regular exam session. The students receive assignment with the project contents and methodology for project evaluation in the beginning of semester with which the submitted project must comply. If the student submit a project which has been submitted before or do not correspond to the requirements in assignment or is not approved by the assistant professor the project will be rejected and the student must prepare new project with new topic.

3492 Negotiations in Business

ECTS credits: 4

Weekly workload: 2L+ 1S+ 0Lab+ 0P+ 0

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@uni-ruse.bg

Abstract:

The subject is optional within the framework of the curriculum of Business Management. 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 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 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 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 .

3509 Business Correspondence

ECTS credits: 4

Weekly workload: 2 L+1 S+ 0 Lab + 0 PE

Assessment: continuous assessment

Type of exam: written

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

Lecturers:

1. Assoc.Prof. Dr. Juliana Pencheva Popova, Dept. of European Studies, 888-708,

e-mail: jppopova@uni-ruse.bg

2. H.A.Prof. Iliana Yordanova Kosharova, Dept. of European Studies, 888-810,

E- mail: ikosharova@abv.bg

Abstract:

This subject unit aims at formation of basic knowledge and skills about the nature and technology of business correspondence as well as for the main principles of creation and usage of the mostly spread types of business letters.

Course content:

Business correspondence in the system of business communications; types of business letters; structure and components of business letters; style and language of business letters; business etiquette; advantages and disadvantages of written communication.

Teaching and assessment:

Training is conducted in two forms: lectures, where the thematic range of the course is presented, and seminars, where some practical aspects of the material are further clarified with the active involvement of the students. Students accomplish concrete tasks, developing their skills and competences for orientation in different situations of business contact as well as for creation and analysis of respective business documents. Continuous assessment is the type of control applied during the semester. The final mark is an average of the grade from the final assessment test (80%) and the grade for individual student's performance during the semester (20%).

International Business

ECTS credits: 4

Weekly workloading: 2l + 1s + 0le + 0p

Knowledge Examination Form: examination

Examination Form: written

Methodic Direction: Department of Business and Management Development, Business and Management Faculty

Lecturer: Ass. Prof. Dragomir Angelov Iliev, Ph.D., Department "Economics",
e-mail: diliev@uni-ruse.bg

Annotation: The discipline "International Business" is a compulsory eligible course from the syllabus for Bachelor degree in Economics, Marketing and International Economic Relations. Knowledge in the field of "Micro-" and "Macroeconomics" is required for the course. The discipline provides indispensable amount of knowledge in the following directions: general trends in modern world economy, essence of the internationalization and globalization, international business environment, forms and methods of the international business in general, forms of production cooperation.

Contents of the discipline: Essence and development of global business; Motives for internationalization of firms; Potential and parameters of the international environment; Economic environment; Cultural environment; Risk factors in the international environment; Assessment of market entry; Selection of countries for entry; The main approaches to international markets; Export activity; Joint entrepreneurial activities; International subcontracting; Entering international markets through direct investment; Analysis and forecasting the international market; International business strategy.

Tuition Technology: The main course of the discipline is provided through lectures while the seminars are focused on extending students' knowledge and to help them obtain particular practical skills for optimal business decisions. The purpose is students to adopt skills for adequate presentation of their basic knowledge and additional skills in analyzing and solving current problems in international business. During the semester students are evaluated on the basis of their active participation in discussions of practical case-studies and tests which forms 40 % of the overall mark. The remainder (60%) is formed by a final written exam.

3510 Business games

ECTS credits: 5

Weekly workload: 3L+1S+0Lab+2P

Assessment: Continuous assessment

Type of exam:

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

Lectures:

1. Assoc. Prof. Emil Krastev Papazov, PhD, Department of Business and Management, Tel: 082/888-518;

E-mail: epapasov@gmail.com

2. Assoc. Prof. Lyudmila Mihaylova Mihaylova, PhD, Department of Business and Management, Tel: 082/888-518;

E-mail: liudmilla@abv.bg

Abstract:

Business games provide students with theoretical and practical knowledge for the usage of cases, 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.

Corporate Social Responsibility

ECTS credits: 5

Weekly workload: 3L + 3S + 0Lab + 0P

Assessment: continuous assessment mark

Type of exam: written and oral

Department involved: Department of Management and Business Development

Lecturer: Prof. Diana Antonova, PhD, Dept. of Management and Business Development

Abstract:

The subject is an important part of the chain of activities related to training and motivation of students and managers from the industry and related industries on problems of sustainable development and environmental management of the business. These are forms of corporate strategic management, which set standards for leadership on a higher level of legal coercion and present CSR as a system for managing relationships between the firms and the surrounding environment. (stake holders).

The course is aimed to equip students with knowledge and skills to apply the methodology and tools for improving organizational approach, corporate planning and eco-efficient quality management, when building public and socially-responsible business activities.

The subject input are the knowledge of students, related to "Management of sustainable development", "Strategic Management", "Project Management" and output - "Business Games", "Management of small business" in the industry and related sectors.

Course content:

The following topics are included: social responsibility of managers in the management systems, a Code of corporate sustainability; model for eco-efficient management of industrial business organization; supporting environmental management system in the enterprise; program to assist SMEs comply with the legislation of the environment - ECAP, European Eco-label scheme; the positioning of the European marking scheme of the government policy of Bulgaria.

Teaching and assessment:

The teaching is conducted through lectures, seminars and execution of individual task. The topics of the lectures give knowledge of the fundamental theoretical aspects of the considered problems. Through the seminars and individual work of students are complementary and confirm the knowledge obtained in lectures. The lectures are illustrated with multimedia and / or movies and thematic case studies.

During the exercises is discussed and exercised the material from lectures. Before participation at the seminars, students should familiarize themselves with relevant publications on the issue. In some of the workshops to discuss case studies provided in advance to students.

Continuous assessment is conducted during the seminar classes and by performing the individual work. The authentication mark is the result, if the student has attended lectures and seminars and has provided successful the individual work within a time limit.

The final assessment is based on the results of a written exam (gravity 75%) and a protected individual work (25%). The exam is more 10 short open-ended questions on the overall material of the discipline in.

Small Business Management

ECTS credits: 6

Weekly workload: 2 L + 2S + 0 Lab+ 0 P

Assessment: exam

Type of exam: written and oral

Department involved: Dept. Management and Business Development, Faculty of Business and Management

Lecturers:

1. Assoc. Prof. Emil Kotsev, PhD, Dept. of Management and Business Development, tel: 888-715,

E-mail: ekotsev@uni-ruse.bg

2. Assoc. Prof. Daniel Pavlov, PhD, Dept. of Business and Management, tel: 888-518;

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. The course builds on knowledge and skills acquired in Fundamentals of Management, Human Resources Management and Finance Management, and is a prerequisite for Strategic Management. 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 form the competences, which 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; The business plan as a management tool; Management of human, financial, informational

and material resources in the small company; Selection of entrepreneurial strategy; Knowledge management; Entrepreneurship process; Methods of entrepreneurial decision; Starting and developing successful business; Enduring success.

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 presented business plan. 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.