

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF MARKETING**

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Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

**ACCEPTED BY:**

**Dean:**

**(Prof. Stoyan Marinov, PhD)**

**SYLLABUS**

**SUBJECT: “GRADUATE SEMINAR”;**

**DEGREE PROGRAMME: „International Business“; BACHELOR`S DEGREE**

**YEAR OF STUDY: 4; SEMESTER: 8;**

**TOTAL STUDENT WORKLOAD: 150 h.; incl. curricular 75 h.**

**CREDITS: 5**

**DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURS</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK, hours</b>
<b>CURRICULAR:</b>		
incl.		
• LECTURES	45	4,5
• SEMINARS / LAB. EXERCISES	30	3
<b>EXTRACURRICULAR</b>	75	-

Prepared by:

1. ....  
(Assoc. Prof. Vladimir Zhechev, PhD)

2. ....  
(Prof. Evgeni Stanimirov, PhD)

Head of department

of Marketing: .....  
(Prof. Evgeni Stanimirov, PhD)

## I. ANNOTATION

The graduation seminar is intended to expose students to synthesized version of the knowledge and skills of international business gained throughout their tuition and by virtue of this – to shape and focus undergraduates’ preparation towards their successful graduation. The subject covers essential theoretical and methodological guidance for professional structuring and developing of the diploma project as well as the types of questions to be included in the state exam. A range of fundamental practical and applied aspects of developing research and / or enterprising work as part of the interdisciplinary approach to education in the “International Business” program are also incorporated in the thematic content. During the tuition process in the framework of this subject, students will gain knowledge about the structure of various types of research work, the methodological content of such and the composition of the multi-layered state exam. Upon completion, students should also be able to work independently with sources of academic literature, to arrange and critically analyze various author productions and be competent to apply them in a particular context.

## II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Topic 1 – Introduction to the graduate seminar</b>		<b>10</b>	<b>5</b>	
1.1.	Subject summary			
1.2.	Presentation of requirements for curricular and extracurricular study load			
1.3.	Setting tasks related to the curricular and extracurricular study load			
1.4.	Presentation of the ongoing evaluation procedures. Assessment procedures applied to the evaluation of the state exam.			
<b>Topic 2 – Methodological guidelines for the preparation of students for writing and defending the diploma project</b>		<b>5</b>	<b>3</b>	
2.1.	Methodological guidelines for diploma project writing			
2.2.	Methodological guidelines for diploma project defense			
<b>Topic 3 – Methodological guidelines for the preparation of students for the state exam</b>		<b>5</b>	<b>2</b>	
3.1.	Methodological guidelines for completing the questions			
3.2.	Methodological guidelines for development of interdisciplinary relations in the state exam			
<b>Topic 4 – Literature review on the research topic</b>		<b>5</b>	<b>5</b>	
4.1.	Academic sources of literature on the topic. Bibliography.			
4.2.	Designing the literature review			
4.3.	Retrospective (flashback) literature review			
4.4.	Literature review on scientific schools of thought			
<b>Topic 5 – Theoretical overview on the topics covered in the state exam</b>		<b>5</b>	<b>5</b>	
5.1.	Literature search and bibliography design			
5.2.	Identification of author’s definitions and frames of reference			
5.3.	Summarizing and personal attitude			
<b>Topic 6 – Methodological specifics in completing a diploma project</b>		<b>5</b>	<b>5</b>	

6.1.	Contents and planning			
6.2.	Structure and layout			
6.3.	Design of a conceptual model (s)			
6.4.	Selection of methods, models, and techniques			
6.5.	Access to information			
<b>Topic 7 – Methodological instructions on the different state exam topics</b>		<b>5</b>	<b>2</b>	
7.1.	Questions structuring			
7.2.	Demonstration of critical thinking on cases studies			
<b>Topic 8 – Final preparations for the state examination and diploma project defense</b>		<b>5</b>	<b>3</b>	
8.1.	Examination procedures			
8.2.	Defense procedures			
<b>Total:</b>		<b>45</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Practical assignment (evaluation applied on the levels of completion)	<b>3</b>	<b>75</b>
<b>Total midterm control:</b>		<b>3</b>	<b>75</b>
<b>2.</b>	<b>Final term control</b>		
<b>Total final term control:</b>		<b>0</b>	
<b>Total for all types of control:</b>		<b>3</b>	<b>75</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. Thomas, G. (2017). *How to do your research project: A guide for students*. Sage.
2. Dawson, Catherine. *Practical research methods: a user-friendly guide to mastering research techniques and projects*. How To Books Ltd, 2002.
3. Hollensen, Svend. *Global marketing: A decision-oriented approach*. Pearson education, 2007.
4. Sahlman, William Andrews. *How to write a great business plan*. Harvard Business Press, 2008.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Станимиров, Е., Жечев, В. *Маркетинг на бизнес организациите*. Наука и икономика. ИУ-Варна, 2015.