

ERASMUS+ COURSES

2022/2023



COURSE DESCRIPTIONS

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COURSE DESCRIPTIONS

BACHELOR'S DEGREE COURSES – WINTER SEMESTER

Strategic Retail Management, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturers: Assoc. Prof. Violeta Dimitrova and Assoc. Prof. Michal Stojanov

Retailing is a complex of different business activities involved in selling goods and services to consumers for their personal and household use. Retailing is an important economic sector, which plays a vital economic role in society and for the local, national and global economy. The programme concentrates its topics on most important aspects in the physical movement and transfer of ownership of goods and services from producer to consumer organized in different retail formats and contemporary distribution channels.

The present discipline is devoted to the dynamic development of retailing. The core of the main themes and subtopics are the various strategy concepts adopted by retailing companies and their implementation in practice.

Strategies and Tactics of Pricing, ECTS 5

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Yordan Ivanov

"Strategy and Tactics of Pricing" is an applied economic discipline. Its object of study is the prices. The subject is price management in the context of the conditions of the internal and external environment of the organization.

In this course students will gain knowledge on the planning, analysis and control of the activities related to corporate pricing. They will learn about analysis of existing competitive advantages and models of consumer behavior that affect the development of pricing strategies and tactics of organizations.

Content, theses and analyzes covered in the course, enabling students to acquire a system of theoretical knowledge:

- The nature of prices and its relationship with the value;
- Pricing strategies and tactics of organizations;
- The development of pricing policy, as a system of strategies and tactics;
- Costs, customers and competition as factors for the construction of the pricing behavior of organizations from;
- analysis and assessment of price competitive advantages;
- Models of consumer behavior and pricing;
- Measuring price sensitivity;
- Possible strategies based on segmentation, consumer behavior and product life cycle.

Practical knowledge for overall management and price formation in the companies and their market adaptation and implementation boils down to:

- Identification, analysis and assessment of the limits of internal and external environment in terms of prices;
- Analysis of the cost - value for - full satisfaction of customer needs;
- Establishing a system of strategic and tactical actions for profitable pricing;

- Determining the appropriate price of goods and services for the markets, segments and products.

Formation of new knowledge and skills in the trainees is based on already acquired knowledge and skills in the field of general economic theory, accounting, management, marketing, strategy, technical and operational planning and analysis and others.

Investments Management, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Milcho Bliznakov

Contemporary tools for project evaluation will be discussed. The theory is based on the microeconomic models for optimal investment decisions, DCF, portfolio theory, CAPM, and optimal capital structure theory. The students will be able to apply traditional static and dynamic methods and risk assessment techniques in practice. The students will be encouraged to use integrated financial function in MS Excel.

Entrepreneurship and Small Business Management, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Katya Vladova

This course focuses on how to conduct an entrepreneurial business and manage a small business company. It addresses how founders/ owners of entrepreneurial ventures and managers of small business companies exploit business opportunities and innovation as a crucial part of the business itself. This course discusses multidisciplinary concepts and theories that are used to establish and deal with entrepreneurial operations. It will provide students also with an understanding of the financing options available to start-up and develop small business companies.

This course is aimed at developing profound knowledge and skills needed to identify and evaluate market opportunities for new businesses as well as an ability to prepare presentations and business plans to attract various stakeholders: employees, partners, investors and customers. The course develops better understanding of the specifics of small business management.

Environmental Economics, ECTS 5

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Aleksandar Shivarov

Environmental economics focuses on the interaction between economic processes and the natural environment, within which the economy functions, draws resources from and in which deposits wastes. The main objective of the course is to promote understanding about the links between the economy and the environment and to provide basic knowledge about the application of neoclassical economics in the search of solutions for diminishing the negative impact of human activities on nature.

Environmental economics relies on standard microeconomic concepts and methods. The course offers knowledge about valuation methods and cost-benefit analysis. Special attention is paid to the property rights governing resource use. Externalities as a source of market failure are explored.

At the end of the course students are expected to understand better the consequences from environmental policies, their impact on the environment and the economic agents. The acquired knowledge and skills can be applied at company level: for waste management and for the

introduction of environmental management systems. The application of valuation methods together with cost-benefit analysis provides the opportunity for choice of appropriate instruments for the application of environmental policies at international, national and local level.

Corporate Social Responsibility, ECTS 7

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Desislava Serafimova

The main purpose of the course is to present the contemporary concepts of Corporate Social Responsibility (CSR) and forms of their applications in practice.

The course content highlights are to the historical origins and development of social responsibility as a concept and as a scientific discipline; the studies and theoretical views of European and American experts on social responsibility and their application in contemporary organizations; the international certification standards of Social responsibility, the contemporary dimensions of social responsibility in management and its reporting and assessment.

The course objective is to provoke the interest of students to the contemporary discussions and notions of business success. The aim is therefore the students to form new skills for developing and following a socially responsible business policy. This discipline stimulates current students and future managers to implement socially responsible practices, aimed at protecting the planet's resources, improve working conditions and quality of life. It also forms a broader understanding of the modern business role - as an active participant in solving various social problems and as an initiator for achieving sustainable development.

Training and Career Management, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Maria Veleva

The modern concepts about the "learning organizations" and "learning the whole life" is part of the EU philosophy and connect the personal professional development together with the organizational development. The subject integrates both concepts and presents practically oriented activities, techniques and instruments for managers about how to develop the organization through training and development of employees. Students will obtain knowledge and understanding how to transform human resources into organizational engine, especially during changes. The body of the subject is divided in three parts: analysis and diagnosis of the organizational needs of training; creating and executing teaching and development programs; establishing strategy for employee`s development and career management based on long-term organizational needs. During the seminars students will have the ability to widen their theoretical knowledge, as well as to form practical abilities for implementing it into to preparation of all kind of needed documentation to support the training and people development process in organizations.

Business Valuation, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Ivo Kostov

The subject *Business Valuation* covers major aspects of the valuation of the enterprise, connected with the goals and types of valuation, the principles of business valuation, the main bases of value, the time value of money, the approaches and methods of business valuation, the analysis and correction of financial statements, the contents of the valuer's report, valuer's ethics, the development of valuer's profession worldwide, etc.

Uncertainty and Decision Making, ECTS 6

Lectures – 30 hours; Seminars – 15 hours; Lecturers: Assoc. Prof. Radan Miryanov and Chief Assist. Prof. Svetlana Todorova

The world is full of uncertainty: accidents, storms, unruly financial markets, noisy communications. The world is also full of data. Probabilistic modelling and the related field of statistical inference are the keys to analysing data and making scientifically sound predictions. The course covers all of the basic probability concepts, including: discrete or continuous random variables, expectations, and conditional distributions, laws of large numbers, and an introduction to random processes (Markov chains).

Upon successful completion of this course, you will:

At a conceptual level:

- Master the basic concepts associated with probability models.
- Be able to translate models described in words to mathematical ones.
- Understand the main concepts and assumptions underlying statistical inference.
- Obtain some familiarity with the range of applications of inference methods.

At a more technical level:

- Become familiar with basic and common probability distributions.
- Learn how to use conditioning to simplify the analysis of complicated models.
- Have facility manipulating probability mass functions, densities, and expectations.
- Develop a solid understanding of the concept of conditional expectation and its role in inference.
- Understand the power of laws of large numbers and be able to use them when appropriate.
- Become familiar with the basic inference methodologies and be able to apply them.
- Acquire a good understanding of the stochastic processes and learn how to formulate simple models as Markov chains and analyse them.

ERP Systems, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturers: Prof. Yulian Vasilev and Chief Assist. Prof. Miglena Stoyanova

The course "ERP systems" is practically oriented. All classes are conducted in a computer room. Students may use their own laptops. Students get skills and competences in working with ERP systems. The course will be useful for students, which have studied logistics, management and informatics. The course will develop key competencies for future work of alumni as ERP consultants and logistics managers.

Online Research Methods, ECTS 6

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Petar Petrov

The aim of the course "Online Research Methods" is to introduce the students to the methods for conducting online research and their specifics. It imparts knowledge of the differences from the traditional methods and the necessary conditions for conducting successful Internet research. The focus of the course lies on the stages of the research process and on using online research systems. As a result, the students should be able to prepare and conduct research projects using Internet resources and channels.

Bulgarian Language, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Vladimir Dosev

Bulgarian language is one of the oldest and most fascinating written languages in all Europe. The course is designed for the international Erasmus students at the University of Economics-Varna, who are interested in Bulgarian language. The course introduces the contemporary Bulgarian language as a communication medium. It aims to give enough language skills for various daily communication situations, according level A1 from the Common European Framework of Reference for Languages.

Marketing Communications, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Todor Dyankov

The course has the objective to deeply involve students into the specific characteristics of marketing communications of a modern company. A successful business mainly depends on the way companies communicate with all their suppliers, intermediaries, surrounding environment, other stake holders as well as with the most important assets – their customers. Students are expected to get acquainted with the material studied by learning general principles, concepts and fundamental issues of marketing communications along with the newest inventions in the field, including best practices and implementations. The learning process is mainly concentrated around marketing communications planning and marketing communications procedures with all their managerial implications on strategic and operational levels. The course also provides practical understanding and opportunities for efficient usage of different marketing communications metrics, which will help students to acquire the relevant skills and capabilities in order to become top experts in their profession.

Cultural Policy, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturers: Chief Assist. Prof. Silvia Dimitrova

The subject "Cultural Policy" is designed for incoming „Erasmus+“ students at the University of Economics - Varna.

The emphasis is on the objectives, principles and emerging dilemmas in the implementation of cultural policy at national, regional and local levels. Its specific features in cultural heritage, cultural tourism, the arts and the cultural industries are exposed. In parallel, students acquire knowledge related to its elaboration and implementation at a local level, as well as its relation to development as a process. The gained knowledge is of administration and funding of cultural policies inside and outside the EU at macro- and micro-levels. Good practices of cultural entrepreneurship are also considered.

The course broadens knowledge of structure and role of UNESCO, the World Bank, the Council of Europe and national cultural strategies for the development of modern society. On the basis of case studies, the newly-developed skills are related to the rationalization of processes in the elaboration and implementation of cultural policy with its specific features in terms of international cooperation and dialogue, as well as in the initiative "European capitals of culture" and the concept of "Creative Cities".

Events Design and Experience, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Krassimira Yancheva

The main focus of the course is on the conceptual foundations and the specialized knowledge of planning and designing the different types of events such as cultural, sports, entertainment, tourism and more.

The specific objectives of the discipline are related to the acquisition of knowledge of:

- The nature and peculiarities of the different types of special events;
- Event planning;
- Basics of Event Design and Technology;
- Event Design;
- Event Transport and Logistics;
- Event Marketing;
- Event Monitoring;
- Event Management;

After the completion of training in this discipline students should know: key product features of the different types of events, the planning activities, the design and organizations of events, as well as the trends of their development. An important contribution of the course is to explain the theory through numerous successful practices, advanced processes and activities in the field of special events, animation and leisure.

The trainees expand their knowledge and form new skills concerning the use of new trends and forecasts in the development of the event logistics.

The starting point of an event is usually the desire to create something remarkable for a special occasion. Different disciplines like architecture, light and sound are brought into continually new areas of experience, which makes every event an one-of-a-kind happening. Also the requirements for decor and furniture for such events rise and the creative potential is huge. Nowadays big companies improve their corporate identity by celebrating marketing events and parties. Those events have become a major aspect of business communication: they create customer loyalty and strengthen the "we-feeling" of the company's team. This course shows a selection of outstanding projects which can be perceived as a unified whole and have been consistently realized in their form and content.

The course is structured in three main parts as follows: the first part deals with the essential, characteristics and structure of the product of special events, in the second part the focus is on the importance of events planning and design, and the third part focuses on the peculiarities of realization of events.

Strategic Management, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Boncho Mitev

The course emphasizes the value and process of strategic management. It is designed to explore the organization's vision, mission and objectives; examine techniques and models of environmental analysis; explain the theory and practice of strategy formulation and implementation. The aim of Strategic Management course is not only to introduce students with key strategic concepts but also to help them to integrate and apply their prior learning to various business situations.

By the end of the course, students will be able to:

- understand the strategic decisions and differentiate various strategic alternatives that organizations make;
- make strategic analysis of external and internal environment of organizations;
- know the steps in formulation and implementation of organization's strategy.

Additionally, students should be able to analyse and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.

Web Technologies, ECTS 7

Lectures – 30 hours; Seminars – 30 hours; Lecturers: Assoc. Prof. Snezhana Sulova and Chief Assist. Prof. Radka Nacheva

The course "Web Technologies" aims to give students necessary knowledge and skills in design and development of web sites. Through lectures and laboratory exercises, students will learn to:

- plan and design web site;
- choose and apply modern web technologies to the development of web sites;
- maintain and optimize web sites.

The knowledge and skills are used in all areas of public life - economics, public administration, education and others. After completing the course students will be able to create web sites that are used by organizations as an effective marketing and business tool.

The course will form the students' abilities for self-learning and help them to expand their knowledge and skills for using Internet technologies and making decisions on the application of innovations in web site development.

Operations Management, ECTS 7

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Stefan Kalpachev and Chief Assist. Prof Aleksandar Todorov

The "Operations management" subject is one of the foundations for the training of specialists with the bachelor's degree major "Industrial business and entrepreneurship". It is applied subject teaching approaches and methods for taking managerial decisions connected with the design, exploitation and improvement of the operation system of the enterprise. By studying the subject the students gain the necessary theoretical and practical knowledge in order to be able to:

- evaluate the importance of decisions connected with the selection of product and process and their reflection on the functioning of the operations system of the enterprise;
- know the basic types of production processes and their structure;
- take decisions for the allocation of processes and working places, taking into account the influence of various external and internal factors;
- reveal opportunities for reduction of the production cycle, knowing its structure and influencing factors;
- analyze the main forms of manufacturing organization and the potential for their application;
- manage operatively a manufacturing process.

The practical implication of the mastered main instruments, approaches and methods creates preconditions for rational combination of the elements of the operation system in time and space with minimum cost for material, labour and financial resources; ongoing analysis of the

performance of the enterprise operating system; development of opportunities for improving the enterprise operating system.

The "Operations management" subject is based on the knowledge given in the preceding years subjects such as "Microeconomics", "Management", "Marketing", etc. The accumulated knowledge is a foundation for mastering a wide scope of economic disciplines under the major such as "Human resource management", "Strategies and Tactics of Pricing", "Financial and Business Analysis".

Branding and International Brand Management, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturers: Assoc. Prof. Vladimir Zhechev and Chief Assist. Prof. Mariya Georgieva

The chief purpose of this subject is to provide a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management—the design and implementation of marketing programs and activities to build, measure, and manage brand equity. One of the subject's important goals is to provide students with concepts and techniques necessary for companies to improve the long-term profitability of their brand strategies. It incorporates current thinking and developments on these topics from both academics and industry point of view, and combine a comprehensive theoretical foundation with enough practical insights to assist future managers in their day-to-day and long-term brand decisions. Students will gain knowledge and skills on the following topics:

- The role of brands, the concept of brand equity, and the advantages of creating strong brands;
- The three main ways to build brand equity by properly choosing brand elements, designing marketing programs and activities, and leveraging secondary associations;
- Different approaches to measuring brand equity, and how to implement a brand equity measurement system;
- Alternative branding strategies and how to design a brand architecture strategy and devise brand hierarchies and brand portfolios.

Students will also enhance their competencies in understanding:

- The role of corporate brands, family brands, individual brands, modifiers, and how to combine them into sub-brands;
- How to adjust branding strategies over time and across geographic boundaries to maximize brand equity.

Behavioral Economics, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Kaloyan Kolev

This course will provide students with comprehensive introduction to the principles, methods and applications of Behavioral Economics. The focus of the course is on the understanding of the principles behind the behavioral approach in addressing economics problems and on the development of analytical tools, and their application to a variety of economic situations.

The main areas include: rethinking the value and happiness, making choices under risk and uncertainty, mental accounting, intertemporal choices, strategic behavior, nudging and behavioral interventions. For each Theme students will be introduced to: the evidence that indicates that the standard economic model is missing some important behavior; the models that have been developed to capture these behaviors; applications of these models to (for example) finance, labor, investment, sales etc.

The course is based on new theory and experiments by examining actual economics related human behavior and a substantial amount of student participation and teamwork. The analytical skills of the students will be developed through in-class and field experiments on choices made by people that contradict the strictly rational models. An integral part of the course will be a research proposal that students must complete by the end of the course, outlining a novel piece of research that they would be interested in doing.

Aims and objectives:

- to develop a contemporary understanding of the economic behavior of people
- to develop students' ability to find alternative solutions to life's problems by examining many contemporary issues through the lens of an economic way of thinking
- to develop an understanding of how contemporary economists explore current social issues

Learning outcomes:

Upon successful completion of the course, students should:

- to understand the complexity, principles and nuances of the economic behavior of people;
- to know basic behavioral approaches to market analysis, negotiation, social problems, etc.;
- demonstrate psychological realism about the economic behavior of people.

Human Relations, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Petya Dankova

This course serves as an introduction to the psychology of human behavior as applied to business and everyday life. The skills that are necessary for good relations with people are among the most important skills anyone can learn in life. Good human relations include a desire to understand others, their needs and weaknesses, and their talents and abilities.

The aim of the course is to provide students with knowledge and skills to apply psychological theories to a business context. It is designed to study psychological factors involved in real business situations and to understand individual differences, group dynamics and psychological processes in a team, sources of motivation, etc. Students also gain practical skills in stress management, conflict management, time management. Studying Human Relations will enable students to gain insight into how and why people think and act as they do, acquire skills for interacting with them, and develop skills for coping with potential job problems. Such skills also help build positive relationships, cope with job and personal problems, and develop career-enhancing strategies and personal and social competence.

Teaching methods include lectures combined with discussions, skill development by means of a problem solving approach, as well as by individual or group project arrangement and presentation. In order to maximize learning in this course students are encouraged to participate in discussion, such as by contributing personal examples or ideas, and by asking questions.

Innovation Management, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Tanya Georgieva

The purpose of this course is to provide the students with the knowledge and skills that enable, motivate, and encourage them to solve real-world problems in the field of innovation.

By course completion, students should gain knowledge in the following topics:

- main mechanisms for a company to achieve sustainable competitive advantage through innovation;
- phases, components and contexts of the effective innovation process;
- external factors that can influence a firm's incentives to innovate as well as the types of innovation activities that it undertakes;
- the people-side of implementing innovation.

After completing the course, students should be able to:

- understand a variety of sources of innovative ideas and approaches to creative ideation;
- differentiate between the main methods and criteria for idea evaluation and selection;
- identify the main causes of resistance to change in organization as well as some strategies and tactics for managing the reluctance to adapt to change.

International Trade Law, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Diana Dimitrova

The main goal of this course is the acquisition of knowledge for key legal issues in international trade. It focuses on the international organizations and international trade agreements. Settlements in disputes in international trade will also be discussed. International and national statutory materials will be examined in the effort to understand international trade law in theory and practice.

The expected results from the course could be summarized in following parameters: giving the students knowledge on basic aspects of international trade law and skills for implementation in practice.

Marketing of Luxury Products, ECTS 5

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Hristina Filipova

Luxury products are a specific group of goods and services that do not follow classical marketing strategies. From widely available perfumes to yachts and valuable art pieces, they require a personalized approach and careful strategic planning in order to be successfully marketed and become world-famous brands. The aim of this course is to introduce ERASMUS + students to the specifics of luxury products and the corresponding elements of the marketing mix. At the end of the program, they will gain theoretical knowledge and practical skills on how to build and recognize a specific customer profile and how to adapt and personalize the offer of luxury goods and services accordingly. Through an analysis of a series of case studies participants will gain an in-depth knowledge of the successful strategies used by some international luxury brands.

The course is suitable for students who want to work in luxury goods companies or to establish and develop their own luxury brand.

Change Management, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Veselina Maksimova

The issues of the necessity for change and its implementation in an organization require theoretical consideration as well as acquisition of practical skills. The course aims to familiarize students with the main issues resolved in each stage of the change management process, and with the challenges which managers face when implementing it. Special attention is given to the necessity for developing agile organizations in which change is seen as part of the routine. Structures and practices which enable the achievement of organization agility are also focused on.

The course aims to aid students in developing in-depth knowledge and skills in diagnosing the necessity for change, choosing a strategy for its implementation, and assessing progress. The analysis of numerous case studies will help students develop the skill to recognize obstacles in the process of implementing change and to suggest strategies for overcoming them.

BACHELOR'S DEGREE COURSES – SUMMER SEMESTER

Modeling in Economics, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturers: Prof. Rosen Nikolaev and Assoc. Prof. Radan Miryanov

The relations between Business Economics and Mathematical Science are various and definitely countless. The aim of the "Modeling in Economics" Course is to provide the students with effective and applicable education, focused on interesting mathematical models, concerning some business problems and economical processes. The Course is designed in a very clear and accessible manner and all the significant skills obtained should be of immediate practical value.

Mathematical Analysis, ECTS 8

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Teodora Zapryanova

The course covers the properties of the real numbers, limits of functions, continuity, differentiability and Riemann integration. Students studied the subject will be able to find extreme of a function and calculate basic types indefinite integrals. The knowledge enables the construction and understanding of mathematical models in different fields of science.

Business Consulting, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Maria Stanimirova

In recent years the importance of consulting in the area of economic and business has been on the rise. At the same time, a considerable part of managers have not yet adopted the consulting service as a factor for gaining a competitive advantage and a prerequisite for the successful management of their organizations. To some extent the reason for that is the insufficient number of qualified specialists in the area of consulting and misunderstanding the specificity of the business consulting services.

The discipline "Business consulting" aims to introduce the concept of business consulting as a major constituent part of management consulting. Business consulting deals mainly with issues, connected with a particular economic activity (e.g. financial, marketing, etc.) with the purpose of optimizing the respective indicators, determining the activity. In the process of education of students, business consulting is treated as a method for improving management and business practices first of all. It can be used by an independent private firm, an internal consulting (or similar unit) on private or public organization or an individual consultant. Even a manager can act as a consultant if he or she provides advice to peers or subordinate. At the same time, business consulting is revealed as a profession. During the education, the students are introduced with the professional standards in the quality of the advice provided, methods of intervention and ethical principles. At the end of the course, they will identify the experiences, skills, knowledge and attributes that can lead them to a successful consulting career.

The lecture course describes the consulting approaches and methods applied to various types of management and business problems. There are discussed the peculiarities of the marketing of business consulting services and the principal factors affecting the consulting market. Attention is paid also to the main types of customer, using business consulting services, as well as to their positioning on the market. There are drawn the main methods of payment for consulting services.

Much of the knowledge needed to manage consulting projects is unique to business consulting. However, the course overlaps other economic disciplines, such as: "Management theory", "Marketing", "International Marketing Planning" and others.

Career Development, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Stefan Kalpachev

The Career development course aims at improving students' employability skills regarding the proper planning of their careers, their successful application for internship / job positions and professional development.

The course consistently monitors the creation of a successful career plan, from the assessment of the interests, values and personal skills, traits and factors to the development of the necessary skills for successful realization of the students. Thoroughly reviewed are the problems associated with the interpretation of ads for internships and jobs, preparation of documents for job application (CV and cover letter), types of interviews and how to cope with them, the development of negotiation skills, adaptation to a new work environment and professional growing up, gaining knowledge about the legal aspects of employment relationships and managing them.

In the seminars largely covered are role-playing games in which the main task is to encourage students to get used to freely express their opinions related to their professional development. The aim is to reveal to the students all aspects of job applications - from the perspective of the job applicant and that of the employer.

- After the completion of the course the students should acquire the following knowledge and skills:
- To understand the policies regarding the selection of personnel of the employer;
- To critically analyze the expectations identified in specific job adverts;
- To plan adequately their career development;
- To compare their personal capabilities and set goals;
- To draw up excellently prepared job application documents;
- To define career goals;
- To determine proper academic education and programs in accordance with their career goals;
- To learn how to apply "critical understanding";
- To develop key communication skills needed for their successful career development;
- To develop skills related to the successful performance at a interview – etiquette, body language, speaking style, interpretation of answers.
- Understand and plan their adaptation to a new work environment;
- Know the legal aspects of the employment relationship.

Event Management, ECTS 6

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Genka Rafailova

The study course introduces the students from "Erasmus+" to context of event industry and event management and marketing. The subject presents theoretical explanation of characteristics, role and contribution of events as well of event management process. In the same time, well established and contemporary event practices in EU and in non-member countries are being illustrated. The classes allow students to develop projects for event planning and organizing.

Based on exploration of activities, skills and resources involved in managing events, the study course aims to produce creative, confident and enterprising students capable of staging a successful event which achieve its stated objectives.

The study course allows students to acquire capabilities to use managerial and marketing instruments for successful realization of special events – cultural, sport, educational, business, leisure, thematic as well for public relations and individual purpose. The subject develops skills for using appropriate market research techniques for event planning process, particularly for identifying target markets and key stakeholder, developing detailed plan for organizing and examination of an event and applying event evaluation.

The study course helps students to find jobs as executive managers of events in tourist destinations and companies, organizations and institutions, to develop own business and make career in tourism and leisure industry.

The subject contributes for developing skills for research, searching integrative decisions, communication and team work.

Bulgarian Language, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Vladimir Dosev

Bulgarian language is one of the oldest and most fascinating written languages in all Europe. The course is designed for the international Erasmus students at the University of Economics – Varna, who are interested in Bulgarian language. The course introduces the contemporary Bulgarian language as a communication medium. It aims to give enough language skills for various daily communication situations.

Business Communications, ECTS 6

Lectures – 30 hours; Seminars–30 hours; Lecturer: Senior Lecturer Kristana Ivanova

This course introduces *Erasmus+* students to the fundamental principles of business communication. Along with the theoretical background it offers, this course develops hands-on skills, such as negotiating, meetings, public speaking, and writing for business.

Students learn to become better communicators, as they are taught to express themselves coherently, succinctly, and persuasively in a variety of media. They are encouraged to make an active contribution to business case studies, and employ a variety of effective communication strategies, both verbal and non-verbal, while they gain insights into ethics, etiquette, teamwork and nonverbal communication.

As technology has redefined the way social communication works and ultimately, the way business is done, social media concepts and techniques have been integrated throughout the course, from career planning to writing for business. Thus, this course teaches students how to effectively use for work blogs, wikis, podcasts and other social media tools, along with more traditional tools, such as emails, etc.

This course also explores the impact of cultural diversity on international business, and it teaches valuable lessons about intercultural communication in business. Furthermore, by raising their intercultural competences, students eventually gain a competitive advantage in pursuing a career in the global business environment.

This course is beneficial to Erasmus+ students with levels of language competences of B2 and above of the Common European Language Framework.

Real Estate Management and Valuation, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assis. Prof. Ivo Kostov

The course Real Estate Management and Valuation examines key aspects of real estate management related to the concept and their economic nature, the real estate market and its analysis, forecasting and regulation, the organization of real estate management and the role of the manager, real estate as a factor of production and material basis of business, the formation and management of real estate portfolios and land plots with potential for development, the securitization of real estate properties, the features of real estate investments, management of residential complexes of closed type, information provision of real estate management, etc., as well as key moments from real estate valuation related to standards and regulatory base for valuation of real estates, assessment steps and evaluation bases, time value of money, methodological toolkit in the context of the three main assessment approaches, the content of the evaluation report and ethics of the valuer.

Applied Statistics with SPSS, ECTS 6

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Svetlana Todorova

The course of Applied Statistics with SPSS emphasizes the application of statistical analysis to real-world business and economic problems. Content will include but not be limited to: data presentation, measures of central locations and dispersion, probability and probability distributions, correlation and regression, sampling distributions, and the assumptions associated with, and the application of selected inferential statistical procedures (including t-tests, chi-square, and one-way ANOVA). Statistical software package SPSS, which is widely used in teaching and business, will be employed to assist in the analysis of data for this course. The course will provide a step-by-step guide to research design and data analysis using SPSS.

The objectives of this course are:

- To provide you with an understanding of statistical methods and techniques and their usefulness in the decision-making process.
- To teach the practical side of exploring, presenting, and analysing data and learn how to effectively use a statistical software package SPSS to accomplish these tasks.
- To expose you to the methods of descriptive and inferential statistics. These methods can be used to solve business and economics problems.
- To improve upon your data analysis and computer skills.
- To help you develop the skill to recognize the appropriate statistical tool to analyse business problems.
- To provide you with the necessary tools for critical evaluation, correct interpretation, and presentation of the results of statistical analyses.

Business Growth Management, ECTS 6

Lectures – 45 hours, Seminars –15 hours; Lecturer: Chief Assist. Prof. Katya Vladova

The issue of firm growth – how it is achieved and managed, and what consequences it has for different stakeholders – is both theoretically interesting and practically important. This course

focuses on how to manage a growing business company and addresses how to deal with growth drivers, obstacles and limits. It will provide students also with an understanding of the firm growth specifics and challenges as well as with the options available to company start-up and developing.

The course is aimed at developing profound knowledge and skills needed to identify and evaluate growth opportunities and strategies for the businesses. The course will develop better understanding of the specifics of the growing process and its management.

Companies are constantly searching for new ways of creating higher profit and market share. Growth seems to be the most appropriate tool for surviving economic difficulties. Investigating new instruments and methods with which to support a company's growth strategy thus seems key in gaining a competitive advantage. Although there is no permanent roadmap for growth, there are at least signposts along the way, and some of them can be found in the stories of courage, strength, and innovation in the case studies discussed in this course.

Management and Animation in the Entertainment Industry, ETCS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Krassimira Yancheva

The main focus of the course program is on the conceptual fundamentals and specialized knowledge of management activities and trends in the leisure industry such as culture, sports, recreational activities, animation, specialized activities for children and the youth, entertainment in amusement parks, centres for commerce and leisure and other complexes.

The specific objectives of the course are related to the acquisition of knowledge about:

- The essential and characteristics of the entertainment industry;
- Organisation and structure of the entertainment industry;
- The role of the animation in the entertainment industry;
- The technology of animation;
- Types of animation and products;
- The Folklore of Bulgaria and its implementation in the entertainment industry;
- Management and organization of special events;

After the completion of training in this discipline students should know:

Key product features, activities and organizations in the management of the entertainment industry, prerequisites, mechanisms and trends of its development. An important contribution of the course is to explain the theory through numerous successful practices, advanced processes and activities in the field of animation and leisure.

The trainees expand their knowledge and form new skills concerning the use of new trends and forecasts in the development of the entertainment industry.

The course is structured in three main parts as follows: the first part deals with the essential, characteristics and structure of the product of the entertainment industry, in the second part the focus is on the importance of different types of animation for the entertainment industry, and the third part focuses on the characteristics of leading representatives in the leisure industry.

Organizational Psychology, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Petya Dankova

Organizations are collections of interacting and interrelated human and non-human resources working toward a common goal or set of goals within the framework of structured relationships. Organizational Psychology is an academic discipline devoted to understanding human behavior in organizational settings. This course provides an introduction to the field of Organizational Psychology, including major theories in the field as well as important practical applications for work organizations. The aim of the course is to provide students with knowledge of individual and group behavior, interpersonal processes, and organizational dynamics with the goal of improving the performance of organizations and the people in them.

This course has an applied emphasis and prepares students to apply the concepts of Organizational Psychology to the pressing problems of management. Teaching methods include lectures combined with discussions, skill development by means of a problem solving approach, as well as by individual or group project arrangement and presentation. In order to maximize learning in this course students are encouraged to participate in discussion, such as by contributing personal examples or ideas, and by asking questions.

Multinational Enterprises and Foreign Direct Investment, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc.Prof. Kaloyan Kolev

The “Multinational Enterprises and Foreign Direct Investment” (MNE and FDI) course deals with one of the most important aspects of contemporary economic development – the activity of MNEs. In the era of globalization they are one of the main agents of the world economy and the driving force of the process of globalization. The discipline analyses the nature of FDI and MNEs, their causes and consequences. It includes three groups of problems. The first is the definitional one: defining the MNE, the relationship between FDI and MNE, classification of MNE, indicators, measuring the transnationalization of the world economy. The second group of problems focuses on the economics of MNE and deals with the international production of MNE, MNE and international trade, international intra-firm trade and transfer pricing of MNE. Finally, the effects of FDI and forms of control over MNE activity are discussed. Special attention is paid to FDI and MNE in the Bulgarian economy. As a result of the course students will be able to understand the reasons for the rapid internationalization of business activities, its current scope, forms and peculiarities as well as its consequences for the world economy. They will learn to assess critically the on-going process of globalization and economic activity of MNEs.

Insights into Consumer Behaviour, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Mariya Georgieva and Guest Lecturer Valentina Yordanova

The subject stresses well-researched aspects of consumer behavior that are of widespread importance. Consumer behaviour is much more than buying things; it also embraces the study about how having (or not having) things affects our lives, and how our possessions influence the way we feel about ourselves and about each other – our state of being. In addition to understanding why people buy things, we also try to appreciate how products, services and consumption activities contribute to the broader social world we experience.

Upon completion of the course, students will gain deeper knowledge about: determinants of consumer behavior; the nature and role of motives; different types of segmentation; rational

versus emotional shopping; decision-making, various methods for predicting and explaining decisions; the way emotions can affect online shopping; etc.

Good knowledge allows students to acquire skills and competencies which give them the confidence to use and criticize ideas. Throughout the course, this confidence can be enlarged via practical exercises, such as case studies, that help students apply and reflect on ideas about consumer behavior. The case material covers various companies, industries and countries. The questions at the end of each case study are designed to empower students to apply their understanding to real-life events and consumer behaviour activities as well as to develop their analytical skills.

Management in a Digital World, ECTS 7

Lectures – 30 hours; Seminars – 30 hours; Lecturers: Assoc. Prof. Desislava Serafimova

"Management in a digital world" is an introductory course of the theory and practice of management which covers both classical concepts and contemporary views on the management of organizations.

Special attention is paid to clarifying the role of the fourth industrial revolution on the modern business environment and the changing requirements for knowledge and skills of managers for managing organizations in the digital age. In addition to the classic management settings, in this course students gain new knowledge and understanding of the digital managerial competencies, modern technologies that drive the digital world and their impact on decision making process, understanding digital strategies as part of business strategies, leadership in a digital business transformation, digital culture and change in a managerial context, the impact of digital transformation on management business models, etc.

The main purpose of the course is to present a complete pattern of the managerial work by covering functional, structural and behavioral aspects of its realization. The course also gives the students an understanding of the possibilities as well as challenges that digitalization creates for companies. The subject contributes students to acquire knowledge of the essence and development of the Management, to understand the different theoretical models, concepts and views of organizations management and their practical applications.

Financial Regulation and Supervision, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Nedyalko Valkanov

The course aims to provide basic knowledge in the field of financial sector regulations and supervision. It examines the specifics of financial regulation process, regulatory infrastructure and toolbox. In different topics are highlighted the modern understanding for self-regulation and the latest trends related to the introduction of high-tech solutions in support of financial regulation. During the course students get acquainted with major financial regulations and supervisory activities, the components of the financial safety net, the specifics of micro- and macroprudential regulation, global regulatory standards, the European system for financial supervision, as well as with the current challenges and directions for development of financial supervision.

European Context of Bulgarian History and Culture, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Prof. Ivan Rousev and Guest Lecturer Evgeni Raychev

The module "European context of Bulgarian history and culture" aims to provide the foreign students as part of the "Erasmus" exchange program in UE-Varna with a short course on the basic knowledge about the country as a whole. The focus of the course is on Bulgaria as a South-Eastern European state and EU member.

Having in mind the specifics of the trainees and their lack of information about Bulgaria, teaching the module suggests a careful approach to the way of providing the subject matter: systematic structure without unnecessary details and, last but not least, compliance with the degree of English-language competence of the students. The course is taught in the light of the modern historic-archeological, ethnographic and anthropological meanings.

During the course the students are organized visits of archaeological and historical sites of regional and national importance, museums and cultural institutions and participation in archaeological excavations as well. During the course the students are organized visits to archaeological and historical sites of local and national importance, museums and cultural institutions. Students are given the opportunity to prepare two term papers dedicated to selected Bulgarian historical monuments and traditions.

At the end of the module students are expected to have an overall view of the historical prerequisites, the socio-economic and political characteristics and cultural identity of Bulgaria so that they will be able to apply this knowledge in their future professional realization as specialists in the field of economy as a whole. The discipline offers developing students' soft skills, improving their social competences and gaining theoretical knowledge and practical abilities in the area of the topics covered.

Intercultural Communication, ECTS 5

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Hristina Filipova

This course aims to help ERASMUS + students improve their communication skills in a multicultural environment. Participants will be introduced to basic concepts related to culture and cultural models. They will learn strategies for better and more comprehensive intercultural communication. Participants will enrich their knowledge of the cultural specifics of different nationalities and will practice how to adapt the marketing strategies of a company accordingly. The course is interdisciplinary, with a practical focus.

Based on an overview of the presented theory, as well as an analysis of various case studies, students will gain a more proactive behavior when communicating with people from different nationalities.

Intercultural awareness and communication skills are an important advantage when looking for a job in a highly competitive global business environment.

International Harmonization of Accountancy and Auditing, ECTS 8

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Prof. Fanya Filipova

The main objective of this course is to provide an understanding of the international dimensions of financial reporting and auditing, especially IFRS (International Financial Reporting Standards and International Auditing Standards (IAS). To explore the environmental determinants of accounting policy across a diverse set of nations and examine the international harmonization efforts with particular attention focused on the progress and prospects for harmonization and convergence. The course objectives are: to discuss the merits and shortcomings of the efforts made to classify financial accounting and reporting practices; to identify the effect of the major environmental influences on financial accounting and reporting practices across a diverse set of countries; to identify the major forces for harmonization of accounting practices and discuss the factors affecting prospects for harmonization for a given set of countries and also at a global level; to explain the different information needs of diverse user groups and how this affects the nature of financial accounting and reporting regulation. This course provides students with a broad perspective of international accounting and reporting issues that multinational corporations face. The course covers international accounting standards (IAS, IFRS), financial reporting practices in different countries, international harmonization of financial reporting, accounting for foreign currency transactions and other financial reporting and auditing issues.

Upon completion of this course, students should be able to:

1. Explain the international accounting and reporting issues that multinational corporations face.
2. Analyze international accounting standards, financial reporting practices in different countries, international harmonization of financial reporting, accounting for foreign currency transactions and other financial reporting issues.

This course helps students in developing the following skills:

1. Communication skills: Speaking & writing, having a point & being able to get it across in a way that is clear, crisp & concise
2. Ability to be a continuous learner. Knowing how to learn on an ongoing basis, how and where to gather the right information.
3. Global Awareness: Develop an understanding of various business practices around the world and the impact of the same on their profession.

Distribution Management, ECTS 7

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Evgenia Tonkova

The course of Distribution Management focuses on how to make effective and integrated product and service distribution via the instruments of contemporary marketing mix and modeling. Through a combination of lectures, cases, practical exercises and projects, the course covers such topics as theory and methodology of distribution, marketing channels, channel intermediaries, channel management, distribution strategies, distribution costs and organizing distribution activities.

This course focuses on the decisions managers must make to implement distribution strategies and tactics successfully. Flexible distribution implementation requires the managed introduction of new channels, optimal structuring of distribution systems and channels, effective communication

between intermediaries, successful integration in marketing channels, management of distribution costs and capacity management.

Creative Industry and Creative Business, ECTS 4

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Genka Rafailova

The study course introduces the students from Erasmus+ to context of creative industry and creative business. The subject presents theoretical explanation of characteristics, trends, role and contribution of creative sector and enterprises. At the same time, well established and contemporary practices in EU and in non-member countries are being illustrated.

The subject shows the EU', national and international organizations' policy for development of creative industry and supporting creative entrepreneurship. The study course includes training for searching approaches of creativity exploitation aimed to increase the competitiveness of business and economy, as well for starting and managing of own business.

As a result of the study, students acquire knowledge for professional career in creative industry and for development of creative business. The subject develops skills for creative entrepreneurship and implementation of creative products in business. Students acquire competences to implement innovative approaches in their work and business, to use knowledge for business process and management for realizing new and creative ideas.

The subject contributes for developing skills for research, searching integrative decisions, communication and team work.

Bulgarian Language, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Vladimir Dosev

Bulgarian language is one of the oldest and most fascinating written languages in all Europe. The course is designed for the international Erasmus students at the University of Economics – Varna, who are interested in Bulgarian language. The course introduces the contemporary Bulgarian language as a communication medium. It aims to give enough language skills for various daily communication situations.

Financial Management, ECTS 7

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Dancho Petrov

The presented syllabus of Corporate Financial Management course study contains the most significant themes and contemporary views on the subject. The main objectives of the lecture and seminar courses are obtaining theoretical knowledge and practical abilities of the following main topics:

- financial markets and financial instruments;
- time value of money;
- pricing of stocks and bonds;
- capital-budgeting decisions;
- long term financing decisions;
- cost of capital and weighted average cost of capital.

This material supplies the foundation that enables students to see financial problems from a different frames of reference. The emphasis is on how companies create value and how finance decisions can facilitate the process of value creation. Topics covered include the basics of the

estimation of cash flows, risk analysis and corporate strategy. Furthermore, discounted cash flow valuations cover more advanced time value topics with numerous examples and financial calculator tips. Bond valuation topic clears up the pricing of bonds, duration, quoting conventions and other specific features of bonds.

After studying this course the students should understand and apply:

- The basic types of financial management decisions;
- How to determine a firm's cash flows from its financial statement;
- How to find the return on an investment and how long it takes for an investment to reach a desired value;
- How to determine the future and present value of investments with multiple cash flows;
- How to determine bond values, bond yields and their fluctuation;
- How stock markets work and how stock prices depend on future dividends and dividend growth;
- How to calculate expected return, the impact of diversification and risk-return trade-off;
- How to determine a firm's weighted average cost of capital;
- How to use discounted and non-discounted techniques for evaluation of proposed investment projects.

Business Presentations, ECTS 4

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Senior Lecturer Kristana Ivanova

This course in Business Presentations provides Erasmus + students the theoretical background in planning and delivering business presentations, but most of all it teaches hands-on skills in presenting, while drawing on realistic business situations.

Students are offered a step-by-step approach to delivering successful multimedia presentations on business-related topics. They are provided with plenty of examples of cohesive structure, impressive delivery and effective visual aids of a business presentation.

Just as the different stages of planning, preparation and delivery are introduced one by one, so are the assessment criteria. Students' performance is monitored throughout the course; students' needs are also analysed throughout the course, and students receive feedback from their peers and lecturer. They learn to create and assess presentations and give constructive feedback.

Upon the successful completion of the course, students are expected to:

- have fully benefited from the learning opportunities;
- have demonstrated their skills of planning, structuring and delivering business presentations;
- be able to clearly frame a business concept and develop it accordingly;
- have acquired and applied skills in formulating an informed and well-argued presentation appraisal;
- have a raised awareness that effective presentations are a prerequisite for a successful career development in business;
- have enhanced all their language skills, mostly their speaking skills;
- have learned new active and passive business vocabulary;
- have displayed general academic skills /such as doing academic research, etc./;
- have developed their skills at using multimedia projectors and computer software.

Students are required to create and deliver parts of presentations, and deliver a complete multimedia business presentation. Students may use their newly acquired expertise to enhance their academic skills and further their careers as effective presentation skills play a pivotal role in both academic and business environments.

The course has proven to be beneficial to students of different level of language competence – from level B1 to level C1 of the Common European Language Framework.

Prevention of Economic Fraud, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Nedyalko Valkanov

The aim of the course is to provide basic knowledge in the field of counteraction to economic fraud. General characteristics of economic fraud are presented, along with the specifics of the most typical violations in various areas of business practice – internal and external corporate fraud, fraud in the activities of financial intermediaries, fraud with financial statements, tax violations and etc. The money laundering process is also examined as a specific economic crime. Attention is paid to the economic violations related to misconduct of employees and staff officials.

The course also provides comprehension about the prevention mechanisms used by financial institutions and corporations, the functioning of internal control systems, internal audit units and regulatory compliance. In a separate topic are examined the modern approaches for counteraction to economic fraud by integrating different high-tech solutions.

Storytelling, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Svilen Ivanov

The place and role of storytelling in marketing communications is becoming increasingly important. Its applications as a technique for creating business stories cover a wide range in the communications of organizations - from creating and managing the brand image, to sales, advertising, PR campaigns and event organization. Its use is widespread in digital marketing, especially when it comes to creating content on social media.

The main goal of the course is to acquaint students with the place and role of storytelling in the marketing communication mix. The course covers the basic elements of storytelling, as well as techniques and methods for designing and creating business stories. The specifics of its application in branding, advertising, corporate, political and crisis PR are considered.

Students will acquire knowledge and skills for creating business stories and their use in the management of the organization's image and communication with target and audiences after completing the training course. Students will also be able to analyze already created business stories in order to explore their effectiveness within the communication mix of the organization.

MASTER'S DEGREE COURSES – SUMMER SEMESTER

Innovative Marketing, ECTS 8

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Evgenia Tonkova

The course "Innovative Marketing" aims to acquaint students with innovative marketing solutions at strategic and tactical levels. The course includes modern theoretical, methodological characteristics and innovative marketing practices.

Upon completion of the course "Innovative Marketing" students:

- Will acquire knowledge on recent developments of marketing theory, methodology and practice;
- Will create conditions for the implementation of innovative and creative marketing;
- Will stimulate research and practical activity for students focused on marketing innovation.

Master degree students will be able to apply the acquired knowledge in other disciplines to develop their own innovative project on a predefined theme. The course will provide important links and contribute to the expansion of knowledge and the formation of new skills in a high-tech environment.

Geographic Information Systems (GIS), ECTS 6

Lectures – 30; Seminars – 30; Lecturer: Prof. Yulian Vasilev and Chief Assist. Prof. Miglena Stoyanova

Geographic Information Systems (GIS) are software products which combine various thematic layers describing particular geographical physical objects. Data retrieval from GIS is done by spatial queries. GIS allow us to solve economic problems in the public and private sector of economy. The capabilities of GIS for visual representation of spatial data make them a convenient tool for telecommunication companies, power distribution companies, supermarkets, banks and other companies which have several objects. Practical aspects of the discipline concern solving economic problems with GIS in the sphere of demographics, logistics, distribution, transportation, warehousing and statistics. Quantum GIS, GRASS GIS and maps.google.com are the software products used during seminar hours. The course will prove useful for students which have studied logistics, management and informatics. The course will develop key competencies for future work as GIS consultants and logistics managers.

Bulgarian Language, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Vladimir Dosev

Bulgarian language is one of the oldest and most fascinating written languages in all Europe. The course is designed for the international Erasmus+ students at the University of Economics – Varna, who are interested in Bulgarian language. The course introduces the contemporary Bulgarian language as a communication medium. It aims to give enough language skills for various daily communication situations.

Expatriate Management, ECTS 6,

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Silvia Dimitrova

In the business world today, representing a global village, organizations often are using expatriates, namely professionals working in foreign country. Global firms are finding that their practices of outsourcing skilled and professional jobs have implications at home and around the

world. At the same time companies are experiencing complex human resource challenges involved in recruiting, training, and compensating increasingly sophisticated employees.

As part of international HRM, the course is structured with strong accent on the knowledge of culture and its influence in global business, activities connected with expatriates management and building responsible leaders in complex environment. First part focuses on the implications for global managers due to cultural differences such as communication, negotiation and ethical behaviour in different parts of the world. The second part presents the specifics of assigning, recruiting and retaining of expatriates around the world. The last section considers the complex topics as leadership and motivating in global firm, impact of labour unions. Finally, some examples and specifics are presented from EU and Bulgaria.

The acquired knowledge and skills are applicable in each and every company nowadays, due to their universality and global scale. They secure a great potential in regard to talent management, global teams management, etc.

Fundamentals of Circular Economy, ETCS 5

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Prof. Veselina Dimitrova

This course aims at presenting some theoretical solutions related to the circular economy through empirical research. The particular tasks of the course focus on presenting the circular economy concept; presenting different approaches for studying circular economy; presenting analysis of the circular economy performance tools. This course shall enrich the knowledge of the students with applied entrepreneurship policies at the level of initiatives and measures.

Customer Relations Management, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Todor Dyankov

The course in Customer Relations Management is a logical continuation of the classic marketing concept in its specific business areas of application. The main goal of the course is for students to gain in-depth knowledge of the fundamental and latest advances in the field of relationship marketing and customer relationship management. In this regard, students are expected to develop an analytical way of thinking in making effective management decisions by applying approaches to managing relationships with customers in various business activities.

The course systematically covers specific aspects of customer relations management inherent in the company, such as: the creation of regular and loyal customers, analysis and evaluation of the client portfolio, evaluation of customer lifetime value, organizing effective client service, customer complaint management, etc. Students, as future managers, need to develop competencies to add value to customer relationships in order to effectively increase customer satisfaction and profitability. Customer relations management is a modern concept that will continue to evolve in management processes in various business areas and organizations.

Soft Skills for Management, ETCS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Maria Veleva

Soft skills is a sociological term relating to a person's Emotional Intelligence Quotient. Soft skills complement hard skills which are the occupational requirements of a job. The purpose of "Soft Skills for Management" is to provide students with basic knowledge of the most valued managerial skills for people's management. The main goal is to highlight the soft skills practical applications in management of people and groups of people in organizations. The course is oriented to give

students both, theoretical and practical knowledge. The main body of the subject is divided in major topic areas, that will develop certain skills like: orientation and understanding personal development; understanding others; impression management; communication skills; persuading without creating resistance; use of power; group dynamics and team management; leadership skills at work.

Talent Management, ECTS 6

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Petar Petrov

Talent management (TM) is a new and perspective concept influencing the career path of an organization's most valuable employees – its talents.

The aim of the course is to introduce the students to the specific role and terminology of talent management. It imparts knowledge of the identification, retention and development of the talents in the organization. The focus of the course lies on the development of a talent management system and its connection with the organizational culture. The business internationalization and its influence on talent management are also discussed.

After the course, the students should be able to use the instruments of talent management, analyze and solve practical TM problems and utilize their own strengths (talents) for their professional development.

Applied Semiotic Analysis of Advertising, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Svilen Ivanov

There are a number of ad research methods, but most of them are aimed at measuring its effectiveness and impact on customers. The main disadvantage is that in order for these methods to be applied, advertising must now be produced and distributed through the media channels and reach the target customers. On the other hand, the applied semiotic analysis, though less widely used, is increasingly being used in the analysis of advertisements. It allows the impact of advertising to be predicted to a certain extent, while the ad is in the conceptual phase - at least as far as the selection of key elements, images, characters and the plot of advertising is concerned.

At the core of the course is the use of applied semiotics analysis of advertising. Through this course, students will gain general knowledge of the scope and content of semiotics and applied semiotics analysis of advertisements. Course participants will be able to better understand the importance of images and symbols in the ad, including interactive ads. Course participants will develop skills that allow them to understand in depth the specificity of advertising discourse and brand identity. Based on this, they will be able to justify their choice of symbols, objects, characters, and storylines in designing new ads according to the specifics of the target audience.

COURSES IN INTERNATIONAL BUSINESS PROGRAMME

WINTER SEMESTER

Microeconomics, ECTS 9

Lectures – 45 hours; Seminars – 30 hours; Lecturers: Assoc.Prof. Kaloyan Kolev and Chief Assist. Prof. Svilena Mihaylova

Microeconomics is part of economics and it belongs to the fundamental theoretical disciplines. Although there is a large number of authors and textbooks in Microeconomics, the course contents are standard and followed by most of them. This course employs one of the top-ranking American textbooks, the one by Michael Parkin. Thus, the students will be provided with a clear, up-to-day, and interesting introduction to the principles of microeconomics, revealed by an author with a great experience and knowledge in his professional field.

Applied Mathematics, ECTS 9

Lectures – 30 hours; Seminars – 45 hours; Lecturers: Prof. Rosen Nikolaev, Assoc. Prof. Radan Miryanov and Assoc. Prof. Tanka Milkova

The relations between business economics and mathematical science are various and practically countless. The aim of the course is to provide students with thorough and complete education, focused on fundamental mathematical models, concerning some business problems and economical processes.

Informatics, ECTS 9

Lectures – 45 hours; Seminars – 30 hours; Lecturers: Prof. Vladimir Sulov, Assist. Prof. Nikolina Stamatova and Assist. Prof. Sofiya Ivanova

Informatics familiarizes the students with basic knowledge of the contemporary computer hardware and software and their use in automating business and office tasks. The software used in the discipline is Microsoft Office, as the most widely spread office suite.

The students acquire theoretical knowledge and practical skills, which are necessary during their whole education in the university for developing their cases, projects, thesis, for studying several other special disciplines. The basic IT knowledge facilitates further widening of competences and new skills acquisition, which are necessary for the students' future jobs in real life businesses.

The main topics include hardware, software, word processing, spreadsheets, databases, presentations, Internet, security issues.

Marketing, ECTS 8

Lectures – 45 hours; Seminars – 30 hours; Lecturers: Assoc.Prof. Vladimir Zhechev and Chief Assist. Prof. Mariya Georgieva

The course Marketing as part of students' education in international business focuses on marketing theory, methodology, key marketing concepts, the role of marketing mix within companies and society. Specifically, the course goals are:

- Introduction in marketing theory, methodology and practices;
- To enhance students' problem solving and decision making abilities by learning how to analyse the marketing environment and conduct marketing segmentation and positioning;
- To present the specific characteristics of the marketing mix with contemporary applied marketing view;
- To expand student knowledge of the specific marketing applications;

- To develop student knowledge in the marketing management process.
- The course is developed in 11 topics and allows students to build fundamental marketing skills in correspondence with ethics, corporate social responsibility and law.

By course completion, students should:

1. Understand the marketing theory, methodology and process;
2. Master marketing mix development and strategies implementation;
3. Learn marketing decision making on the basis of analysing marketing environment;
4. Provide specific marketing applications.
- 5.

Accounting Theory, ECTS 9

Lectures – 45 hours; Seminars – 30 hours; Lecturers: Assoc. Prof. Anita Atanasova and Chief Assist. Prof. Dragan Georgiev

This is a first course in Accounting covering principles of accounting and introductory financial accounting. It teaches the basic concept of double entry, T-accounts, accounting cycle, accounting principles, regulatory bodies, users of accounting information, financial reports, some major accounting objects approaches. It is planned to be a very broadly educational basic financial accounting knowledge course for students in any sphere of economic education. It helps the economic awareness of any person active in business life.

Transnational Corporations and Foreign Direct Investment, ECTS 8

Lectures – 30 hours; Seminars – 30 hours; Lecturers: Assoc.Prof. Kaloyan Kolev and Chief Assist. Prof. Svilena Mihaylova

The Transnational Corporations and Foreign Direct Investment (TNC and FDI) course deals with one of the most important aspects of contemporary economic development – the activity of TNCs. In the era of globalization they are among the main agents of the world economy and the driving force of the process of globalization. The discipline analyses the nature of FDI and TNCs, their causes and consequences. It includes three groups of problems. The first is the definitional one: defining the TNC, the relationship between FDI and TNC, classification of TNC, indicators, measuring the transnationalization of the economy. The second group of problems focuses on the economics of TNC and deals with the international production of TNC, TNC and international trade, international intra-firm trade and transfer pricing of TNC. Finally, the effects of FDI and forms of control over TNC activity are discussed. Special attention is paid to FDI and TNC in the Bulgarian economy. As a result of the course students will be able to understand the reasons for the rapid internationalization of business activities, its current scope, forms and peculiarities as well as its consequences for the world economy.

Research Methods for Business, ECTS 8

Lectures – 45 hours; Seminars – 30 hours; Lecturers: Assoc. Prof. Radan Miryanov, Chief Assist. Prof. Vanya Krалеva and Chief Assist. Prof. Svetlana Todorova

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Physical Education, ECTS 1

Lectures – 0 hours; Seminars – 30 hours; Lecturers: Assoc. Prof. Ilko Iliev and Senior Lecturer Velislav Tsekov

“Physical education” is targeted at: enhancing students' health and building up knowledge, understanding and development of motor skills and technical skills in sport; training and improvement of technical and tactical preparedness for practicing sport and physical exercise; mastering specific motor skills, fighting the growing tendency toward sedentary lifestyle and reducing the accumulated fatigue and stress; improving the motor stereotype through practicing physical exercise and sport and making this model an integral part of lifestyle; improving teamwork based on common sporting interests and supporting the students' vocational training.

SUMMER SEMESTER

Macroeconomics, ECTS 8

Lectures – 45 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Kaloyan Kolev

This course is designed to introduce the students to the most important issues in macroeconomics. It provides a broad overview of macroeconomic theory and policy and examines both long-run and short-run macroeconomic issues. Topics include: economic growth, business cycles, unemployment, inflation, government debt and deficits. Basic models of macroeconomics are introduced to analyse economic fluctuation and stabilization policies. The fundamental purpose of the course is to analyse how fiscal and monetary policies may be used to promote full employment, price stability, and economic growth

At the completion of this macroeconomic course, the student should be able to:

- understand and describe the concepts and measurement of gross domestic product, unemployment, inflation and explain their dynamics;
- distinguish between business cycles and economic growth and the factors that contribute to each;
- identify causes and consequences of inflation and unemployment;
- use the aggregate demand and aggregate supply model to explain the functioning of a macroeconomy;
- understand the economic impacts of government budget surpluses and deficits and the public debt;
- understand the arguments for discretion versus rules when it comes to formulating macroeconomic policy and explain how fiscal and monetary policies might stabilize the economy;
- understand and describe the multiplier concept, how it is computed, and how it works;
- describe the essential differences that distinguish the classical and Keynesian theory in macroeconomics.

Principles of Law, ECTS 8

Lectures – 45 hours; Seminars – 30 hours; Lecturers: Assoc.Prof. Adriyana Andreeva and Chief Assist. Prof. Diana Dimitrova

The discipline has the aim to ensure students' basic knowledge concerning the legal field. This aim has to be realized through fulfillment of the following tasks: familiarizing with the general theoretical legal notions, acquiring knowledge about the fundamental concepts of private law and research of the most important institutes of public law. As a result the discipline is meant to form skills for work with regulations necessary for the future professional profile of the students.

Management, ECTS 8

Lectures – 45 hours; Seminars – 30 hours; Lecturer: Assoc.Prof. Desislava Serafimova

Management is an introductory course of the theory and practice of management and includes traditional contents of the management science. The main purpose of the course is to present a complete pattern of the managerial work by covering functional, structural and behavioral aspects of its realization. In this way the subject contributes students to acquire knowledge of the essence and development of the management, to understand the different theoretical models, concepts and views of organizations management. The objective of the course is to serve as a basis on which the students could develop the idea of a general model of organizations management. This

basic knowledge will be enriched with specific learning from the particular subjects which students will be studying at the next courses of their studies.

Introduction to Statistics, ECTS 9

Lectures – 45 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Svetlana Todorova

The proposed discipline "Introduction to Statistics" aims to give the students an introduction to the field of statistics and its many applications. The classes' focus is primarily on the fields of business administration and economics.

The course systematically and correctly builds up the basic ideas of business statistics. It is a combination of lectures and computer-based practice, firmly joining theory with practice. It introduces techniques for summarizing and presenting data, estimation, confidence intervals and hypothesis testing.

The presentation focuses mainly on key concepts understanding and statistical thinking, and less on formulas and calculations, which can now be done on personal computers with the application of user-friendly software.

Management of International Business, ECTS 9

Lectures – 45 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Aleksandar Shivarov

Management of International Business is conceived as the first course in international business. It aims to set up the outlines of the global economy in which we live and companies operate. The course is divided into four major parts. The first part gives an overview of the interdependent nature of modern world economy and the existing country differences in political economy and culture that give rise to a diverse and complex environment for international business. The second part treats the cross-border trade and investment environment and presents the main theoretical explanations for it. The third part describes the global monetary system laying out the monetary framework in which international business transactions are conducted. Special emphasis is put on the last fourth part, which deals with the strategy of international business, the available modes of entry into foreign markets and the accompanying business operations.

International Brand Management, ECTS 5

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc.Prof. Vladimir Zhechev

The chief purpose of this subject is to provide a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management—the design and implementation of marketing programs and activities to build, measure, and manage brand equity. One of the subject's important goals is to provide students with concepts and techniques necessary for companies to improve the long-term profitability of their brand strategies. It incorporates current thinking and developments on these topics from both academics and industry point of view, and combine a comprehensive theoretical foundation with enough practical insights to assist future managers in their day-to-day and long-term brand decisions. Students will gain knowledge and skills on the following topics:

- The role of brands, the concept of brand equity, and the advantages of creating strong brands;
- The three main ways to build brand equity by properly choosing brand elements, design-ing marketing programs and activities, and leveraging secondary associations;

- Different approaches to measuring brand equity, and how to implement a brand equity measurement system;
- Alternative branding strategies and how to design a brand architecture strategy and de-vice brand hierarchies and brand portfolios. Students will also enhance their competencies in understanding:
- The role of corporate brands, family brands, individual brands, modifiers, and how to combine them into sub-brands;
- How to adjust branding strategies overtime and across geographic boundaries to maximize brand equity.

Human Resource Management, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Petar Petrov

The course of Human Resource Management forms a specific knowledge in the field of management. It is designed to familiarize students with the modern HRM methods and tools. In addition to traditional HRM activities (planning, recruitment, selection, development, performance management, health and safety, employee relations), it is designed to introduce the students to contemporary HRM approaches such as using competency models, talent management, building employer brand, application of information technology, etc.

The expected learning outcomes are related to the training of specialists who will master key concepts and specific tools for managing human resources in different organizations (including those with international activity). The aim is to develop knowledge and skills that the students will be able to use to solve specific practical situations related to the effective management of people.

Business to Business Marketing, ECTS 7

Lectures – 45 hours; Seminars – 30 hours; Lecturer: Chief Assist.Prof. Vanya Krалеva

During the course students examine the importance and impact of marketing products and services to other businesses and organizations in the economy, the unique nature of business customer's needs, and the different marketing strategies that can be employed to meet those needs. Topics include exploring business markets and business marketing; creating value for business customers; designing product and channel strategies; establishing strong communications; building strong sales and pricing; and managing programs and customers.

After successfully completing this course, students will be able to:

- ♣ Describe the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behaviour.
- ♣ Design strategies and structures to effectively serve the B2B market.
- ♣ Apply a systematic approach to problem solving and decision making in business marketing organizations through the use of case studies.
- ♣ Develop a business marketing plan for a real local company that mainly targets business customers.

Physical Education, ECTS 1

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