

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGMENT**  
**DEPARTMENT OF MANAGEMENT AND ADMINISTRATION**

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Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

**ACCEPTED BY:**

**Dean:**

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

## **SYLLABUS**

**SUBJECT: “BUSINESS HISTORY”;**

**DEGREE PROGRAMME: „International Business“, “Business and Management” and “Accounting”; BACHELOR’S DEGREE**

**YEAR OF STUDY: 2; SEMESTER: 3;**

**TOTAL STUDENT WORKLOAD: 120 hours; incl. curricular 60 hours**

**CREDITS: 4**

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

<i>TYPE OF STUDY HOURSE</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK</b>
<b>CURRICULAR:</b> incl. <ul style="list-style-type: none"><li>• LECTURES</li><li>• SEMINARS (lab. exercises)</li></ul>	30 30	2 2
<b>EXTRACURRICULAR</b>	60	-

Prepared by:

1. ....  
(Prof. Ivan Rusev, Dr.Sc.)

2. ....  
(Assoc. Prof. Stoyanka Georgieva, PhD)

Head of department: .....  
of Management and Administration (Assoc. Prof. Dobrin Dobrev, PhD)

## **I. ANNOTATION**

*The discipline “Business History” is a part of the “Economic History”, which has been fundamental in the major European and non-European university centers since the second half of the 19 century. In Bulgaria it is implemented in the programs of economic and legal specialties immediately after the end of the First World War in the 1920s – ie. it accompanies the processes of “birth” and the validation of the curricula of the first Bulgarian economics majors and higher education institutions.*

*The course “Business History” aims to present the historical trends in modern business, its development over the last few centuries, which have led to the need for modern innovations.*

*The discipline provides the basic economic and historical culture of the future specialists with higher education in economics, management and administration, tourism, and prepares them for their realization at all levels of the professional field, mostly for senior management positions.*

## **II. THEMATIC CONTENT**

No. no ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	Business History as a science. Units of Economic History. Business History as a part of Economic History – origin and development	2	2	
2.	In search of traditions and different business models. The holdings of ancient civilizations until the 5th century AD.	2	2	
3.	The economic model of Europe. The nature and peculiarities of feudal relations in Europe. Economic development of the Medieval City	2	2	
4.	Economic development and feudal relations in Medieval Bulgaria (7-14 centuries)	4	4	
5.	Emergence of modern business. Factors. The essence and origin of capitalism in Europe. The General Transformation	2	2	
6.	The Industrial Revolution. The Industrial Revolution in the big countries of Europe, America and Asia	2	2	
7.	The economic development of the Bulgarian lands during the National Revival period (18–19 centuries). The emergence and manifestations of modern Bulgarian commercial enterprise	4	4	
8.	The 19 <sup>th</sup> century modernization and the new business environment. The world economy from the 1970s to the End of World War I – Common Characteristics and Features of Countries and Regions	2	2	
9.	On the threshold of two centuries. The Bulgarian economy and business from Liberation to 1918	4	4	
10.	Economic development during the interwar period (20's - 30's of 20 <sup>th</sup> century) – in world and national (Bulgarian) aspect. The Great Depression in 1929-1933. The business in Bulgaria	2	2	

	in the first half of the 20 <sup>th</sup> century			
11.	World economic development during the Second World War (1939-1945). Bulgarian economy in the years of war	2	2	
12.	The dynamic of the development of the world economy after the Second World War (1945–1989). Changing business conditions in the world. International organizations	2	2	
	<b>Total:</b>	<b>30</b>	<b>30</b>	

### III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
<b>1.</b>	<b>Midterm control</b>		
1.1.	Exam – test (open, closed, and mixed type of questions)	1	10
1.2.	Paper on a given topic	1	20
	<b>Total midterm control:</b>	<b>2</b>	<b>30</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	1	30
	<b>Total final term control:</b>	<b>1</b>	<b>30</b>
	<b>Total for all types of control:</b>	<b>3</b>	<b>60</b>

### IV. LITERATURE

#### REQUIRED (BASIC) LITERATURE:

- 1. Русев, И.** История на икономиката в понятия, акценти и илюстрации. Електронен учебник и подбрана библиография. Издателска къща „СТЕНО” – Варна, 2018, 227 стр. (ISBN 978-954-449-997-6)
- 2. Русев, И.** История на бизнеса. Електронен учебник. Изд. „Наука и икономика”. Икономически университет – Варна, 2013. (ISBN 978-954-21-0683-8)
- 3. Русев, И.** История на икономиката. Електронен учебник. Изд. „Наука и икономика”. Икономически университет – Варна, 2014. (ISBN 978-954-21-0851-1)
- 4. Русев, И.** Глобализация. Кратък електронен учебник и библиография. Издателска къща „СТЕНО” – Варна, 2013. (ISBN 978-954-449-647-0)
- 5. Тютюнджиев, И., И. Лазаров, Пл. Павлов, И. Русев, М. Палангурски, Ал. Костов.** Стопанска история на България. Издателство „Ровита” – В. Търново, 2011.

#### RECOMMENDED (ADDITIONAL) LITERATURE:

- 1. Русев, И.** Търговската модерност на Българското възраждане като култура и практика. Изследване и извори. Издателство „Ровита“, В. Търново, 2015.
- 2. Русев, И.** Фирми и манифактури в Сливенско-Котленския район през Възраждането. Издателство „Фабер” – В. Търново, 1996.
- 3. Любенова, С., Т. Парушев.** Стопанска история. Методическо ръководство за семинарни занятия. Варна, 2008.
- 4. Димитров, Д.** Стопанска история. София, 2011.

5. **Беров, Л.** Икономическото развитие на България през вековете. София, 1974.
6. **Беров, Л.** Стопанска история. Икономическото развитие на света от древността до наши дни. София, 1996.
7. **Саздов, Д. и кол.** История на националното и световното стопанство. София, 2005.
8. Сборник документи и материали по стопанска история. Съставители: д-р Никел И. Нешева-Къосева, д-р Димитър Ст. Димитров. Изд. УНСС. С., 1999.
9. **Roussev, I.** Old Glory Returns: the Port of Varna and the Trade in the Bulgarian Lands during the 19<sup>th</sup> Century Third Quarter. – Papers of Bulgarian Academy of Sciences, Humanities and Social Sciences, Vol. 3, No 1, 2016, pp. 79–93.
10. **Roussev, I.** The Black Sea Port-city in the Road of Modernization. The First Modern Attempts in Varna during the 1840s – 1870s. – in: Port cities of the Western Black sea coast and the Danube. Economic and social development in the long nineteenth century. Edited by Constantin Ardeleanu and Andreas Lyberatos. Black Sea History vol. I, Ionian University, Greece, 2015, pp. 214–224.