

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
DEPARTMENT „MARKETING“

Adopted by the FC (record №/ date): №9/23.04.20

Adopted by the DC (record №/ date): №7/27.02.20

ACCEPTED BY:

Dean:

(Assoc. prof., Denka Zlateva, PhD)

SYLLABUS

SUBJECT: “PROBLEM SOLVING FOR BUSINESS”;

DEGREE PROGRAMME: „Business and management“; BACHELOR`S DEGREE

YEAR OF STUDY: 4; SEMESTER: 8;

TOTAL STUDENT WORKLOAD: 150 h.; incl. curricular 90 h.

CREDITS: 5

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS (lab. exercises)	30 30	2 2
EXTRACURRICULAR	90	-

Prepared by:

1.
(Assoc. Prof. Evgeniya Tonkova, PhD)
2.
(Assoc. Prof. Bistra Vassilevaq PhD)

Head of department:

„Marketing“ (Prof. Evgeni Stanimirov, PhD)

I. ANNOTATION

The course “Problem Solving for Business” as a part of students’ education in **Business and management** focuses on problem solving theory and methodology.

Specifically, the course goal and objectives are:

- Introduction in problem identification and problem solving;
- Enhancing students’ problem solving and decision making abilities by learning problem definitions, problem model design and alternative decision making;
- Presenting specific characteristics of the business problem and problem structure;
- Expanding students’ understanding and knowledge of the specific business problem solving strategies and techniques;
- Developing expertise in the direct and transferable effects in connection with the problem solving methods.
- Complete a team project intended to practice new problem solving skills and demonstrate accomplishments through team efforts or actions.

The course, developed in 7 units allows students to obtain knowledge and build fundamental research and management skills in correspondence with the contemporary marketing, ethics, corporate social responsibility and the law.

By course completion, students should:

- 1/ Understand the problem solving theory, methodology and process;
- 2/ Apply the multidisciplinary approach in problem solving;
- 3/ Learn and apply decision making process on the basis of analyzing business problems;
- 4/ Provide specific applications in problem solving based on case study.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
I. Focus on Problem Solving: Theory, Methodology and Practices		4	4	
1.	Theoretical frameworks of problem solving			
2.	Introduction in methodology of problem solving			
3.	Contemporary practices in problem solving for business			
II. Problem – Definitions, Characteristics and Types		4	4	
1.	Problem - definitions			
2.	Problem – specific characteristics			
3.	Problem - classifications			
III. Process of Problem Solution Design		4	4	
1.	Identifying problem			
2.	Specifying problem			
3.	Hypothesis design			

4.	Diagnostic design			
5.	Problem solving decisions			
6.	Implementation			
7.	Audit			
IV. Problem Conceptual Model Design		4	4	
1.	Inputs			
2.	Transformations			
3.	Outputs			
4.	Variable selection			
5.	Problem Structure			
V. Hypothesis Design		4	4	
1.	Environmental focus			
2.	Intra company focus			
3.	Integrity focus			
VI. Diagnostic design tools		5	5	
1.	Statistical tools			
2.	Management tools			
3.	Marketing tools			
4.	Financial tools			
5.	Market tools			
VII. Problem Solving Decisions		5	5	
1.	Decision design			
2.	Alternative decisions			
3.	Implementation specifics			
4.	Direct and transferable effect audit			
		Total:	30	30

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control		
1.1.	Project (on a predefined theme)	1	30
1.2.	Test (mixed questions)	1	15
	Total midterm control:	2	45
2.	Final term control		
2.1.	Examination (test)	1	45
	Total final term control:	1	45
	Total for all types of control:	3	90

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. **Aken, J.**, Berends, H. and Hans van der Bij. Problem Solving in Organizations. A Methodological Handbook for Business and Management Students, Cambridge University Press, 2 ed., 2012.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. **Anderson, D.** et al , **Statistics** for Business and Economics / David R. Anderson et al . - 3. ed. . - New York : Cengage Learning, 2014 .
2. **Brightman, Harvey** et al. Statistics for Business Problem Solving : [Учебник за студенти] / Harvey Brightman, Howard Schneider . - 2. ed . - Cincinnati, Ohio : South-Western Publ., 1985.
3. **Newman, V.**, Problem Solving for Results / Victor Newman.-Hampshire: Gower, 1995.