

ERASMUS+ COURSES

2024 - 2025



ERASMUS+ 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, PhD
Assoc. Prof. Michal Stoyanov, PhD and Assist. Prof. Desislava Kirova**

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.

Entrepreneurship and Small Business Management, ECTS 6

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

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.

Corporate Social Responsibility, ECTS 6

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

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.

Business Valuation, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Ivo Kostov, PhD 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.

Applied Statistics with SPSS, ECTS 5

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

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.

ERP Systems, ECTS 6

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

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 – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Petar Petrov, PhD

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, PhD

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, PhD

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, PhD

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. 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, PhD

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 a 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, PhD

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 6

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

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 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Stefan Kalpachev, PhD

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 Strategic Brand Management, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturers: Assoc. Prof. Vladimir Zhechev, PhD and Part-time Assist. Prof. Selvet Niyazieva

The chief purpose of this discipline 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 objectives is to provide students with concepts and techniques necessary for companies to improve the long-term profitability stemming from the implementation of their brand strategies. The educational process within the discipline incorporates current research results both from academic and industry point of view, and combines comprehensive theoretical foundations with enough practical insights to assist future managers in their day-to-day and long-term brand decisions.

Students will gain knowledge and skills in the following broader areas:

- Strategic brand management; the role of brands within the marketing strategy; what can be branded; contemporary challenges in branding;
- Market development and creation of brand value; brand image; the process of brand positioning;
- Using the marketing program to maximize the value of the brand;

- 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, PhD

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, PhD

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, PhD

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, PhD

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, PhD

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, PhD

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.

Management Consulting, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Maria Stanimirova, PhD

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 management consulting (MC) services.

The discipline "Management consulting" aims to introduce the concept of management consulting as a major constituent part of management consulting. In the process of education of students, management 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 customers, 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.

BACHELOR'S DEGREE COURSES – SUMMER SEMESTER

Modelling in Economics, ECTS 6

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

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 6

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

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.

Career Development, ECTS 6

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

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 an interview – etiquette, bodylanguage, 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 5

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

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, PhD

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.

Real Estate Management and Valuation, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Ivo Kostov, PhD 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 tool kit in the context of the three main assessment approaches, the content of the evaluation report and ethics of the valuer.

Uncertainty and Decision Making, ECTS 5

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

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.

Business Growth Management, ECTS 6

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

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, ECTS 6

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

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 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, PhD

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.

Management in a Digital World, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturers: Assoc. Prof. Desislava Serafimova, PhD

"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, PhD

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 macro prudential 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. Dr. of His. Sc. Coresp. member Ivan Rousev and Assist. Prof. Katina Popova, PhD

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, PhD

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.

Digital Economics, ECTS 5

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Aleksandar Todorov, PhD

The aim of this course is to provide students with basic understanding of digital economics – the principles and application of economic theory to digital goods and markets. The specific aim is for students to understand the logic of the structures of the digital economy, i.e., understand why these structures lead to certain outcomes – such as large market power of some companies or specific practices of non-pricing strategies.

The digital economy is characterized by several distinctive features such as zero marginal costs, feedback mechanisms, and technology dependencies. The course discusses therefore fundamental issues such as network externalities, platforms, switching costs and technological lock-in that are so prevalent in digital markets. Further topics relate to the formation of digital de-facto monopolies and oligopolies, the prevalent market structures in the digital economy, digital mergers, and the use of “big” data as essential factors in the formation of those market structures. Finally, competitive strategies and some issues related to competition policy are discussed.

The course is based on recent developments in economic theory and analysis of pricing digital goods, demand of network goods, and establishing digital platforms. The course is of interdisciplinary nature as major innovations in information technology are shaping the interactions between various market participants. Therefore, the course develops the analytical skills of the students by through the in-class discussion of relevant case studies using basic economic concepts. An integral part of the course is the preparation of an independent research project and presentation analysing the economic rationale behind a particular technology-based good or service and the nature of competition in a particular digital market.

Aims and objectives:

1. To provide basic knowledge of how digitalization has affected the economy.
2. To extend students’ understanding of digital goods and markets.
3. To develop students’ ability to recognize economic potential and competitive threats related to technological innovations.

Learning outcomes:

After successful
completion of the course
students should be able
to:

1. Understand the complexity and the principles of the digital economy.
2. Be familiar with basic analytical approaches to digital markets.
3. Demonstrate the ability to analyse real-life technologies and/or markets.

International Marketing Planning, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturers: Prof. Bistra Vasileva, PhD and Assist. Prof. Teodora Daneva

The course will help students to understand the global marketing process and the challenges that an international marketer faces finding opportunities to grow outside the home country in the dynamic international trade environment of the 21st Century. The aim of the course is to enable students to identify global business opportunities and develop international marketing plans and strategies. During the course various aspects of marketing management such as international market opportunities, leadership and CSR, development and implementation of global marketing programs will be discussed. The main focus of the course is placed on the enhanced difficulties involved with the marketing decision variables when operating in an overseas environment. That is why the students will be taught to observe and understand how cultures, history, political environments, the international legal environment, international economic arrangements, technical standards and currency movements interact with the marketing mix.

By course completion, students should be able to:

- Understand the basic components of marketing strategy and tactics;
- Understand the integration between demand and supply management in an international context;
- Understand the importance of market research generally, but also how market research is modified to effectively understand customers across cultures;
- Understand how firms manage products, services, and brands in an international environment;
- Understand the importance of ethical marketing management across multiple cultures.

International Harmonization of Accountancy and Auditing, ECTS 6

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

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.

Creative Industry and Business, ECTS 5

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

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, PhD

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.

Prevention of Economic Fraud, ECTS 6

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

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: Assoc. Prof. Svilen Ivanov, PhD

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.

Applied Intelligence, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Miroslav Kamdzhlov, PhD

Applied intelligence course is designed to improve analytical and communications skills, while providing a foundation for understanding the practice and theory of applied intelligence. The students will be taught to evaluate collected data using a variety of analytic techniques and methodologies, open-source and human intelligence. The course emphasizes on data gathering, data processing, and critical thinking skills development for enterprise purposes. Those who participate in the course after the completion can demonstrate their abilities in a following, but not limited to, positions: market research analysts, cyber security analyst, anti-money laundering professional, management consultant, social media analyst, and intelligence officer.

Conflict Management, ECTS 6

Lectures –45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Petya Angelova, PhD

The Conflict Management course is designed to prepare students to resolve conflict issues at their work place or to perform better on a conflict management position in an organization. Students will receive basic insights about the importance of organizational culture, leadership and communication styles for the prevention of organizational conflicts. They will learn to analyze a conflict situation and develop a relevant conflict-exit strategy. The course will include practical exercises and role-games, which will help for the development of a coarse project, based on solving a real conflict situation. Best practices and specific conflict resolution procedures will be studied. In the end of Conflict Management course students should be able to:

- Identify standard organizational conflicts;
- Identify leadership and communication styles and their impact on associated conflicts;
- Propose a conflict resolution strategy;
- Define an organization's culture, analyse the conflict and its path, and create an assessment and strategy for exiting the conflict

Geographic Information Systems (GIS), ECTS 6

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

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

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Expatriate Management, ECTS 6,

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

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.

Customer Relations Management, ECTS 6

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

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.

Talent Management, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Petar Petrov, PhD

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: Assoc. Prof. Svilen Ivanov, PhD

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.