

BUSINESS AND MANAGEMENT STUDIES

General description of the programme

Qualification awarded	Professional Bachelor in Business and Management Studies
Level of qualification	First
Specific admission requirements	Students must normally satisfy the minimum entry criteria for admission of students at IUC. Students whose native language is not English must provide evidence/certificate that they have at least IELTS 6.0 or equivalent. If students do not provide such evidence they hold an English language entry exam at IUC and the mark is translated into IELTS score. For entering the third year, students must have successfully completed year one and two at IUC.
Specific arrangements for recognition of prior (formal, non-formal and informal)	IUC recognizes periods of study of student transferring from other universities or colleges. Credits are recognized by a commission on the basis of the academic transcript provided by the student.
Qualification requirements and regulations	None
Profile of the programme	The programme in Business and Management Studies (with specialised pathways) is part of International University College programmes. Specialty education emphasizes on interdisciplinary and innovative educational methods, which helps establishing a beneficial, liberal education environment and encourage students to be to more creative. Students have the possibility to study one or two semesters in partner's universities abroad, which cooperates with their intercultural competence and competitive power improvement.
Key learning outcomes	<p>Programme Learning Outcomes Programme outcomes describe what you should know and be able to do by the end of the programme.</p> <p>1 Knowledge, Understanding and Skills</p> <p>Knowledge and Understanding</p> <p>A1 Individual and group behaviour within organisations</p> <p>A2 Demonstrate a broad and critical understanding of the global business context including its main institutional frameworks</p> <p>A3 The functional areas of business and management and the forces shaping the wider environment</p> <p>A4 Display an understanding of research in the area of</p>

business and management and its contribution to practice

A5 The changing international context of business and the challenges this poses to organisations and management

Cognitive Skills

B1 Critically analyse and draw reasoned conclusions concerning complex structured, and to a more limited extent, unstructured, problems

B2 Identify, extract and critically analyse and evaluate data from multiple sources for problem solving and decision making

B3 Present arguments and make judgements which are supported by appropriate evidence

B4 Demonstrate an ability to apply critical skills to the operation and practice of business and management within organisational contexts

B5 Display an ability to adopt a broad perspective and to engage in informed criticism of existing business and management practices

Practical and Professional Skills

C1 Manage own learning process

C2 Describe business and professional practices in relation to its social, political and environmental context

C3 Utilise their knowledge, understanding and skills to plan and successfully complete a business task

C4 Work effectively , individually or as a part of a team, within a real or simulated business situation

C5 Demonstrate an understanding of the ethical issues within the profession and also broader ethical issues facing the business community along with their implications

Transferable Skills

D1 Take responsibility for own learning and independently create and implement plans to achieve specific goals and objectives

D2 Work in groups effectively by adopting appropriate roles and processes

D3 Communicate effectively, orally and in writing, by selecting a format and style appropriate to the context

D4 Select and apply quantitative and qualitative analysis techniques appropriate to the task to analyse and evaluate problems

D5 Demonstrate competence in the application of standard business IT applications

D6 Reflect on their learning actions and be culturally sensitive and aware

D7 Develop the skills of the reflective practitioner

2 Teaching/Learning Methods and Assessment

Delivery of the curricular material will be through a blend of lectures, tutorials, seminars and workshops.

Lectures

Lectures are a major part of the teaching strategy for the programme. Lectures are an effective way of delivering core material and establishing a framework for a module against which other material can be set.

Seminars

Seminars involve a student or students presenting previously prepared work to peers and a lecturer. This strategy is used to extend specific theoretical or practical concepts as well as introducing problem solving exercises. Seminars are used in most modules and provide students with valuable experience in presentational skills as well as providing staff with a method or assessing student-centred learning.

Practical Workshops

Practical workshops are used extensively in modules such as Academic Skills for Business and Finance. In these classes students are able to practise and refine their skills in a supportive environment where they can get feedback from a member of academic staff. Practical workshops represent a valuable transition between theory and the workplace.

Case Studies

Case studies are a teaching and learning strategy, which are employed in a range of modules; they also are a useful assessment tool. Students are presented with or asked to develop real or simulated complex problems which they are required to analyse in detail and then synthesise/present their own solution in writing or orally.

Learning Strategies

Students are expected to take greater responsibility for their own learning as they progress through their programmes. The course structure and the proposed teaching strategies are designed to encourage this development. The student-centred approach will be encouraged through the use of specific teaching strategies; case studies; projects; practical exercises, supplemented by the use of appropriate support materials; videos; computer software; etc. Active engagement with the subject material enhances learning and many of the learning strategies used attempt to promote this.

Business Experts

A key component of the learning experience is the intention to invite business experts, academic and in practice, to provide insights into their research work or business activity. A network of such experts will help provide specialist knowledge as well as bolster and promote the credentials of the programme. Such experts might be invited as guest speakers or requested to provide a more interactive workshop experience where appropriate.

Assessment

Assessments relate directly to learning outcomes and one assessment usually covers a range of such outcomes.

In designing and deciding upon an assessment format for a module the following factors have been considered:

- The module learning outcomes and their level, with particular emphasis on the student's ability to analyse, synthesise, evaluate and communicate information derived from module content, learned knowledge from other areas/qualifications and experience;
- The implementation of systematic information-seeking strategies.
- Encouraging students to apply their skills to specific industry/business/management problems.
- Approaching problems in a systematic way and employing test approaches that could resolve those problems.
- Assessment performance criteria, as communicated to the student.
- The validity and reliability of the assessment methods, which are monitored by module leaders, field groups and programme teams.
- Time constraints (for students and staff) and the need to ensure consistency.
- The use of a range of strategies through which a student

	<p>can demonstrate what he or she knows, understands or can do.</p> <ul style="list-style-type: none"> The need for assessment to allow for review and reflection by the student. <p>Assessments take the form of examinations (seen/unseen, open book, essays/short answers), essays, practical assessments, presentations, roleplays, individual and group reports, and a dissertation or enterprise project.</p>																																																																																				
<p>Occupational profiles of graduates with examples</p>	<p>Students graduated at Business and Management Studies specialty can occupy leader positions in different trade, productive, bank, insurance, markets, consulting, transport, marketing and other organizations. They can occupy positions as marketing managers, trade agent, also as an expert in “Human resources”, “Marketing”, “Distribution”, “PR” departments or as sales agents. Their practical preparation allows them to start even a small business in different economic spheres.</p>																																																																																				
<p>Access to further studies</p>	<p>Yes</p>																																																																																				
<p>Course structure diagram with credits (60 per full-time academic year)</p>	<table border="1"> <thead> <tr> <th data-bbox="589 831 646 926">№</th> <th data-bbox="646 831 792 926">Code</th> <th data-bbox="792 831 1304 926">Module / Subject</th> <th data-bbox="1304 831 1419 926">ECTS</th> </tr> </thead> <tbody> <tr> <td data-bbox="589 926 646 961">1</td> <td data-bbox="646 926 792 961">2</td> <td data-bbox="792 926 1304 961"></td> <td data-bbox="1304 926 1419 961">3 12</td> </tr> <tr> <td colspan="4" data-bbox="589 961 1419 1003" style="text-align: center;">Year One</td> </tr> <tr> <td colspan="4" data-bbox="589 1003 1419 1045" style="text-align: center;">First semester</td> </tr> <tr> <td colspan="4" data-bbox="589 1045 1419 1087"><i>Compulsory modules</i></td> </tr> <tr> <td data-bbox="589 1087 646 1157"></td> <td data-bbox="646 1087 792 1157">BMS01</td> <td data-bbox="792 1087 1304 1157"><i>Module: Business law and business ethics</i></td> <td data-bbox="1304 1087 1419 1157">7.50</td> </tr> <tr> <td data-bbox="589 1157 646 1192"></td> <td data-bbox="646 1157 792 1192">BMS011</td> <td data-bbox="792 1157 1304 1192">Business law</td> <td data-bbox="1304 1157 1419 1192">5.00</td> </tr> <tr> <td data-bbox="589 1192 646 1228"></td> <td data-bbox="646 1192 792 1228">BMS012</td> <td data-bbox="792 1192 1304 1228">Business ethics</td> <td data-bbox="1304 1192 1419 1228">2.50</td> </tr> <tr> <td data-bbox="589 1228 646 1304"></td> <td data-bbox="646 1228 792 1304">BMS02</td> <td data-bbox="792 1228 1304 1304"><i>Module: Economics and business environment</i></td> <td data-bbox="1304 1228 1419 1304">7.50</td> </tr> <tr> <td data-bbox="589 1304 646 1339"></td> <td data-bbox="646 1304 792 1339">BMS021</td> <td data-bbox="792 1304 1304 1339">Economics</td> <td data-bbox="1304 1304 1419 1339">5.50</td> </tr> <tr> <td data-bbox="589 1339 646 1375"></td> <td data-bbox="646 1339 792 1375">BMS022</td> <td data-bbox="792 1339 1304 1375">Business environment</td> <td data-bbox="1304 1339 1419 1375">2.00</td> </tr> <tr> <td data-bbox="589 1375 646 1451"></td> <td data-bbox="646 1375 792 1451">BMS03</td> <td data-bbox="792 1375 1304 1451"><i>Module: Marketing and business communications</i></td> <td data-bbox="1304 1375 1419 1451">7.50</td> </tr> <tr> <td data-bbox="589 1451 646 1486"></td> <td data-bbox="646 1451 792 1486">BMS031</td> <td data-bbox="792 1451 1304 1486">Principles of marketing</td> <td data-bbox="1304 1451 1419 1486">5.00</td> </tr> <tr> <td data-bbox="589 1486 646 1522"></td> <td data-bbox="646 1486 792 1522">BMS032</td> <td data-bbox="792 1486 1304 1522">Business communications</td> <td data-bbox="1304 1486 1419 1522">2.50</td> </tr> <tr> <td data-bbox="589 1522 646 1558"></td> <td data-bbox="646 1522 792 1558">BMS07</td> <td data-bbox="792 1522 1304 1558"><i>Module: Foreign languages I</i></td> <td data-bbox="1304 1522 1419 1558">7.50</td> </tr> <tr> <td data-bbox="589 1558 646 1633"></td> <td data-bbox="646 1558 792 1633">BMS071</td> <td data-bbox="792 1558 1304 1633">English for business and management</td> <td data-bbox="1304 1558 1419 1633">4.00</td> </tr> <tr> <td data-bbox="589 1633 646 1709"></td> <td data-bbox="646 1633 792 1709">BMS072</td> <td data-bbox="792 1633 1304 1709">Second foreign language (English/German/French/Spanish)</td> <td data-bbox="1304 1633 1419 1709">3.50</td> </tr> <tr> <td colspan="3" data-bbox="589 1709 1304 1745" style="text-align: center;">Total</td> <td data-bbox="1304 1709 1419 1745">30.00</td> </tr> <tr> <td colspan="4" data-bbox="589 1745 1419 1787"></td> </tr> <tr> <td colspan="4" data-bbox="589 1787 1419 1829" style="text-align: center;">Second semester</td> </tr> <tr> <td colspan="4" data-bbox="589 1829 1419 1871"><i>Compulsory modules</i></td> </tr> </tbody> </table>	№	Code	Module / Subject	ECTS	1	2		3 12	Year One				First semester				<i>Compulsory modules</i>					BMS01	<i>Module: Business law and business ethics</i>	7.50		BMS011	Business law	5.00		BMS012	Business ethics	2.50		BMS02	<i>Module: Economics and business environment</i>	7.50		BMS021	Economics	5.50		BMS022	Business environment	2.00		BMS03	<i>Module: Marketing and business communications</i>	7.50		BMS031	Principles of marketing	5.00		BMS032	Business communications	2.50		BMS07	<i>Module: Foreign languages I</i>	7.50		BMS071	English for business and management	4.00		BMS072	Second foreign language (English/German/French/Spanish)	3.50	Total			30.00					Second semester				<i>Compulsory modules</i>			
№	Code	Module / Subject	ECTS																																																																																		
1	2		3 12																																																																																		
Year One																																																																																					
First semester																																																																																					
<i>Compulsory modules</i>																																																																																					
	BMS01	<i>Module: Business law and business ethics</i>	7.50																																																																																		
	BMS011	Business law	5.00																																																																																		
	BMS012	Business ethics	2.50																																																																																		
	BMS02	<i>Module: Economics and business environment</i>	7.50																																																																																		
	BMS021	Economics	5.50																																																																																		
	BMS022	Business environment	2.00																																																																																		
	BMS03	<i>Module: Marketing and business communications</i>	7.50																																																																																		
	BMS031	Principles of marketing	5.00																																																																																		
	BMS032	Business communications	2.50																																																																																		
	BMS07	<i>Module: Foreign languages I</i>	7.50																																																																																		
	BMS071	English for business and management	4.00																																																																																		
	BMS072	Second foreign language (English/German/French/Spanish)	3.50																																																																																		
Total			30.00																																																																																		
Second semester																																																																																					
<i>Compulsory modules</i>																																																																																					

	BMS04	Module: Research and Statistics	7.50
	BMS041	Research and Statistics	4.50
	BMS042	Information technologies	3.00
	BMS05	Module: Accounting and finance	7.50
	BMS051	Introduction to accounting	5.00
	BMS052	Introduction to finance	2.50
	BMS06	Module: Management	7.50
	BMS061	Intercultural awareness for business	3.50
	BMS062	Management	4.00
	BMS07	Module: Foreign languages I	7.50
	BMS071	English for business and management	4.00
	BMS072	Second foreign language (English/German/French/Spanish)	3.50
Total			30.00
Summer Internship I			
	BMS08	Module: Summer internship I	15.00
	BMS081	Summer internship I	15.00
Total			15.00
Year Two			
Third semester			
<i>Compulsory modules</i>			
	BMS09	Module: Foreign Languages II	7.50
	BMS091	English for business and management	4.00
	BMS092	Other Language (English/German/French/Spanish)	3.50
	BMS10	Module: Human resource management and organisational behaviour	7.50
	BMS101	Organisational behaviour	3.50
	BMS102	Human resource management	4.00
	BMS13	Module: Marketing communications and marketing research	7.50
	BMS131	Marketing communications	4.00
	BMS132	Marketing research	3.50
<i>Elective modules (choose one module)</i>			
	BMS15	Module: Entrepreneurship	7.50
	BMS151	Entrepreneurship	3.50
	BMS152	Project management	2.00
	BMS153	Managerial accounting	2.00
	BMS15	Module: Business planning	7.50

	BMS151	Business planning	3.50
	BMS152	Project management	2.00
	BMS153	Financial planning	2.00
Total			30.00
Fourth semester			
<i>Compulsory modules</i>			
	BMS11	<i>Module: Contemporary issues in International Political Economy</i>	7.50
	BMS111	Contemporary issues in International Political Economy	4.00
	BMS112	Academic skills for business	3.50
<i>Elective modules (choose one modules)</i>			
	BMS12	<i>Module: E-business</i>	7.50
	BMS121	E-business	3.50
	BMS122	Relationship marketing	2.00
	BMS123	Revenue management	2.00
	BMS12	<i>Module: Consumer behaviour</i>	7.50
	BMS121	Consumer behaviour	4.00
	BMS122	Services marketing	3.50
<i>Elective modules (choose one pathway module)</i>			
	BMS14	<i>Module: Capital markets and investments</i>	7.50
	BMS141	Capital markets and investments	4.00
	BMS142	Risk management	3.50
	BMS14	<i>Module: Branding and intellectual property</i>	7.50
	BMS141	Branding	4.00
	BMS142	Intellectual property	3.50
	BMS14	<i>Module: Leadership</i>	7.50
	BMS141	Leadership	4.00
	BMS142	Managerial competency	3.50
	BMS14	<i>Module: IT Management and Control</i>	7.50
	BMS141	Audit and Control of Information Technology	4.00
	BMS142	Management of Information Technology	3.50
	BMS14	<i>Module: Law</i>	7.50
	BMS141	Employment and social security law	4.00
	BMS142	Tax law	3.50
	BMS14	<i>Module: Retail management</i>	7.50
	BMS141	Retail operations management	4.00
	BMS142	Supply and logistics	3.50
	BMS14	<i>Module: Advanced economics</i>	7.50
	BMS141	Advanced macroeconomics	4.00

	BMS142	Advanced microeconomics	3.50
Compulsory modules			
	BMS09	Module: Foreign Languages II	7.50
	BMS091	English for academic writing	4.00
	BMS092	Other Language (English/German/French/Spanish)	3.50
Total			30.00

Summer Internship II			
	BMS16	Module: Summer internship II	15.00
	BMS161	Summer internship II	15.00
Total			15.00

Fifth and Sixth semester			
Compulsory modules			
	BMS17	Module: Strategic Management	10,00
	BMS18	Module: Leadership and change management	10,00
	BMS-DP	Module: Diploma or Enterprise project	20,00
	BMS-DP1	Diploma project seminar	5,00
	BMS-DP2	English for academic writing	5,00
	BMS-DP3	Diploma or Enterprise project	10,00
Elective modules - select 20 ECTS in total for a pathway			
	BMS20	Module: Strategic HRM	5,00
	BMS21	Module: People, Organisations & Society	5,00
	BMS22	Module: International & Comparative HRM	10,00
	BMS23	Module: Financial Management For Manager	10,00
	BMS24	Module: Investment Management	10,00
	BMS25	Module: Managing Change in Theory & Practice	10,00
	BMS26	Module: Knowledge Management	5,00
	BMS27	Module: Developing Intellectual Capital	5,00
	BMS28	Module: Business Structures & Regulation	10,00
	BMS29	Module: European Business Law	10,00
	BMS30	Module: Contemporary Issues In Marketing	10,00
	BMS31	Module: International & Global Marketing	10,00
	BMS32	Module: Marketing Plan & Report	20,00
	BMS33	Module: Strategic Brand Management	10,00

BMS34	<i>Module: Strategic Management of Information Systems</i>	<i>10,00</i>
BMS35	<i>Module: Information Systems Project Management</i>	<i>10,00</i>
BMS36	<i>Module: Managing The Economy</i>	<i>10,00</i>
BMS37	<i>Module: Pounds Dollars and Yen</i>	<i>10,00</i>
BMS38	<i>Module: Gender & Consumption</i>	<i>10,00</i>
BMS39	<i>Module: Innovation & Entrepreneurship</i>	<i>10,00</i>
BMS40	<i>Module: International Retail Management</i>	<i>5,00</i>
BMS41	<i>Module: Visual Merchandising</i>	<i>5,00</i>
BMS42	<i>Module: Management Resource Allocation Strategies</i>	<i>10,00</i>
BMS43	<i>Module: Ethical & Moral Leadership</i>	<i>5,00</i>
BMS44	<i>Module: Contemporary Business Communications In The Globalised World</i>	<i>10,00</i>
BMS45	<i>Module: International Business and Cultural Diversity</i>	<i>10,00</i>
BMS46	<i>Module: Fair Trade, International Aid and International Economic Development</i>	<i>10,00</i>
BMS47	<i>Module: Modern Foreign Language Culture and Society or Business and Contemporary Language and Socio-Economic Environment 3</i>	<i>10,00</i>
BMS48	<i>Module: Doing Business in East Asian Countries</i>	<i>10,00</i>
Total		60,00
Total for the 3 years of study		210,00

Examination regulations, assessment and grading

Methods of delivery will include lectures supported by seminars, workshops, demonstrations, role-play, practical courses and case study.

Innovative methodology will be used where applicable and would include field studies and work based learning and consultancy exercises.

The module leaders will as applicable utilise guest speakers from both the academic and business world to enhance the learning experience of the students and ensure currency within the curriculum.

The learning outcomes described in the previous section are

	<p>assessed within the module through a variety of methods, including examinations, coursework, essays, presentations, assessed practical courses, reports and project work.</p> <p>The matching of learning outcomes and assessment methods is under constant review by module leaders, Exams and Quality Commission at IUC, external Examiners.</p> <p>A strong emphasis upon work based learning, experiential learning and work based assessment will be a fundamental characteristic of the Year One of the programme.</p>
Graduation requirements	All exams from the three years need to be passed
Mode of study (full-time, part-time, e-learning...),	Full-time
Programme director or equivalent.	Ivelina Yoveva Email: ivelina.yoveva@vumk.eu

Description of the individual course units

Course unit title	Academic Skills for Business
Course unit code	BMS112
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Maya Dafinova
Learning outcomes of the course unit	<ul style="list-style-type: none"> • discuss appropriate sources of primary and secondary data available for use in business; • compare and contrast the range of quantitative and qualitative methods for gathering data; • design and evaluate at least one data gathering methodology in depth; • evaluate the range of methods for interpreting and presenting primary data
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Research and statistics
Recommended optional programme components	n/a
Course contents	<p>The use of research in the world of business: practical application.</p> <p>Theoretical underpinnings of research and methodologies</p> <p>Sources of data: primary and secondary.</p> <p>Methodologies for primary data collection.</p> <p>Questionnaire design.</p> <p>Data collation and interpretation.</p> <p>Introductory statistics.</p> <p>Focus groups and interviews.</p> <p>Qualitative data analysis.</p> <p>Effective presentation of results.</p>
Recommended required reading	<p>Required Reading</p> <p>Saunders, M., Lewis, P. and Thornhill, A. Research Methods for Business Students, current edition, Harlow, Financial Times/Pearson</p>

	<p>Recommended Reading</p> <p>Bernard, H.R. (2000) Social Research Methods, London, Sage</p> <p>Denzin, N. & Lincoln, Y.S. Eds. (2000) Handbook of Qualitative Research, 2nd Edition, London, Sage</p> <p>Field, A.. (2002) Discovering Statistics, London, Sage</p> <p>Ticehurst , G.W.& Veal, A.J. (1999) Business Research Methods (a managerial approach), Longman</p> <p>Yin, R.K. (2009) Case Study Research: Design and Methods Beverly Hills, C.A. Sage</p> <p>Access to Specialist Requirements</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Tutorials/Seminars/workshops</td> <td>25 hours</td> </tr> <tr> <td>Independent Study</td> <td>50 hours</td> </tr> <tr> <td>Total</td> <td>90 hours</td> </tr> </table>	Lectures	15 hours	Tutorials/Seminars/workshops	25 hours	Independent Study	50 hours	Total	90 hours
Lectures	15 hours								
Tutorials/Seminars/workshops	25 hours								
Independent Study	50 hours								
Total	90 hours								
Assessment methods and criteria	<table> <tr> <td>Examination</td> <td>1 hour</td> <td>50%</td> </tr> <tr> <td>Group Research Project with presentation</td> <td>2000 words</td> <td>50%</td> </tr> </table>	Examination	1 hour	50%	Group Research Project with presentation	2000 words	50%		
Examination	1 hour	50%							
Group Research Project with presentation	2000 words	50%							
Language of instruction	English								
Work placements	n/a								

Course unit title	Advanced macroeconomics
Course unit code	BMS141
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	4.0 ECTS
Name of lecturer(s)	Maria Neycheva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Have deeper knowledge in the macroeconomic theory • Critically evaluate business cycle indicators • Have deeper understanding of the macroeconomic variables – inflation, unemployment • Critically evaluate the macroeconomic policy tool used by governments • Be able to use macroeconomic tools in economic analysis
Mode of delivery (face-to-face, distance learning)	Face-to-face

Prerequisites and co-requisites	Economics and business environment								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Economic growth models • Business cycle theory • Consumption • Investments • Unemployment • Inflation • Fiscal policy • Monetary policy 								
Recommended or required reading	Romer, D. Advance Macroeconomics. McGrawHill/Irwin, current edition								
Planned learning activities and teaching methods	<table style="width: 100%; border-collapse: collapse;"> <tr> <td>Lectures</td> <td style="text-align: right;">15 hours</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">35 hours</td> </tr> <tr> <td>Independent Study</td> <td style="text-align: right;">50 hours</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">100 hours</td> </tr> </table>	Lectures	15 hours	Seminars	35 hours	Independent Study	50 hours	Total	100 hours
Lectures	15 hours								
Seminars	35 hours								
Independent Study	50 hours								
Total	100 hours								
Assessment methods and criteria	<table style="width: 100%; border-collapse: collapse;"> <tr> <td>Examination</td> <td style="text-align: center;">2 hours</td> <td style="text-align: right;">50%</td> </tr> <tr> <td>Coursework</td> <td style="text-align: center;">2000 words</td> <td style="text-align: right;">50%</td> </tr> </table>	Examination	2 hours	50%	Coursework	2000 words	50%		
Examination	2 hours	50%							
Coursework	2000 words	50%							
Language of instruction	English								
Work placements	n/a								

Course unit title	Advanced microeconomics
Course unit code	BMS142
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Maria Neycheva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Have deeper knowledge in the microeconomic theory • Be able to use game theory in analyzing microeconomic problems • Critically evaluate types of market competition • Be able to use microeconomic tools in economic analysis
Mode of delivery (face-to-face, distance learning)	Face-to-face

Prerequisites and co-requisites	Economics and business environment								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Consumer theory • Theory of the firm • Partial equilibrium • General equilibrium • Social choice and welfare • Game theory • Information economics • Auctions 								
Recommended or required reading	Jehle, G., P. Reny – Advanced microeconomic theory. Addison-Wesley/Prentice hall, current edition								
Planned learning activities and teaching methods	<table style="width: 100%; border-collapse: collapse;"> <tr> <td>Lectures</td> <td style="text-align: right;">15 hours</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">25 hours</td> </tr> <tr> <td>Independent Study</td> <td style="text-align: right;">50 hours</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">90 hours</td> </tr> </table>	Lectures	15 hours	Seminars	25 hours	Independent Study	50 hours	Total	90 hours
Lectures	15 hours								
Seminars	25 hours								
Independent Study	50 hours								
Total	90 hours								
Assessment methods and criteria	Examination 2 hours 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Audit and Control of Information Technology
Course unit code	BMS141
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	4.0 ECTS
Name of lecturer(s)	Vasil Donev
Learning outcomes of the course unit	After the completing this course, students should have IT Audit function knowledge about nature of audit, types of audit and auditor, IT auditor responsibility, authority and accountability, Regulation and control of IT audit. They will be able to describe the fundamental auditing concepts like materiality, evidence, independents, etc. and learn the Standards and Guidelines for IT auditing that are developed by ISACA. Students should adopt internal controls concepts knowledge, abilities to plan and manage the audit process as well as to

	collect the audit evidences and follow-up audit reporting.								
Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	Information Technologies								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Laws and regulations, the audit charter • Need for control and audit of computer-based information systems • ISACA standards, guidelines, Code of Professional Ethics • Application of materiality for IS audit • Types of evidence and meaning of sufficient, reliable, and relevant evidence • Auditor independence in attitude and appearance • Types of risks - inherent risk, control risk, detection risk • IT and general audit responsibilities for fraud • IT audit practices and techniques • Control classifications - preventive, detective, compensating/corrective • COBIT - Relevance for organizations and IS auditors • Strategic and tactical audit planning • Risk-based auditing and risk assessment methods 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Sandra Senft, Frederick Gallegos; Information Technology Control and Audit, (Hardcover); Auerbach Publications; 3 edition (November 18, 2008) <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • David L. Cannon; CISA Certified Information Systems Auditor Study Guide (Paperback); Sybex; 2 edition (March 24, 2008) 								
Planned learning activities and teaching methods	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Lectures</td> <td style="text-align: right;">25 hours</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">25 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td style="text-align: right;">50 hours</td> </tr> <tr> <td>Total hours</td> <td style="text-align: right;">100 hours</td> </tr> </table>	Lectures	25 hours	Seminars	25 hours	Student Centred Learning	50 hours	Total hours	100 hours
Lectures	25 hours								
Seminars	25 hours								
Student Centred Learning	50 hours								
Total hours	100 hours								
Assessment methods and criteria	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Coursework</td> <td style="width: 30%;">2000 words</td> <td style="width: 40%; text-align: right;">50%</td> </tr> <tr> <td>Examination</td> <td>2 hours</td> <td style="text-align: right;">50%</td> </tr> </table>	Coursework	2000 words	50%	Examination	2 hours	50%		
Coursework	2000 words	50%							
Examination	2 hours	50%							
Language of instruction	English								
Work placements	n/a								

Course unit title	Branding
Course unit code	BMS141
Type of course unit	Optional

(compulsory, optional)							
Level of course unit (e.g. first, second or third)	First						
Year of study (if applicable)	Second year						
Semester/trimester when the course unit is delivered	Fourth semester						
Number of ECTS credits allocated	4.0 ECTS						
Name of lecturer(s)	Ivelina Yoveva						
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Define the nature and main features of intangibles and brands • Apply their knowledge for how to build brand portfolio out of branded items • Use different techniques and methods for brand management • Define which factors influence on brand success and failure 						
Mode of delivery (face-to-face, distance learning)	Face-to-face						
Prerequisites and co-requisites	Marketing research and Marketing communication Marketing and business communications						
Recommended optional programme components	n/a						
Course contents	<ul style="list-style-type: none"> • The nature of brand • The choice for a brand strategy • Analysis of the branded item • The routes for brand development • The brand name as central pivot • The role of design in brand development • The role of advertising and the Internet • From branded item to brand portfolio • Capitalization on a successful brand • The value of a brand for the organization 						
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Riezeboss R. (2003) Brand Management, Prentice Hall • Cheverton P (2006) Understanding Brands, London , Kogan Page (e-book) • de Chernatony L, McDonald M (2006) Creating Powerful Brands. Butterworth-Heinemann <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Bounfour A. (2003) The management of Intangibles, Routledge 						
Planned learning activities and teaching methods	<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Learning</td> <td style="text-align: right;">15 hours</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">35 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td style="text-align: right;">50 hours</td> </tr> </table>	Learning	15 hours	Seminars	35 hours	Student Centred Learning	50 hours
Learning	15 hours						
Seminars	35 hours						
Student Centred Learning	50 hours						

	Total hours	100 hours
Assessment methods and criteria	Examination	1.5 hours 50%
	Coursework	50%
Language of instruction	English	
Work placements	n/a	

Course unit title	Business & Contemporary Language and Socio-Economic Environment 3
Course unit code	BLC302
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Miglena Staneva, Maya Dafinova, Kaloyan Kostadinov
Learning outcomes of the course unit	<ul style="list-style-type: none"> • research topics of a socio-economic nature and present a critical evaluation of their findings • gather and synthesize information in the language from a wide variety of oral and written sources in the foreign language • make considered proposals and recommendations and express informed opinions in the foreign language, drawing on subject knowledge which includes other specialist areas as well as their own.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	French/German/Spanish/English modules in Years 1 and 2
Recommended optional programme components	n/a
Course contents	Material from the media in the foreign language is used as a basis for the analysis of ideas and for high-level language acquisition leading to discussions on topics of a socio-economic nature; these will include patterns of employment, environmental issues such as sustainable development, corporate social responsibility.
Recommended or required reading	French Required reading

Materials on socio-economic issues and current affairs are posted on Blackboard on a weekly basis.

Recommended reading

L'Expansion (business monthly periodical)

Capital (business monthly periodical)

L'Express (weekly current affairs)

Que choisir (monthly consumer's journal)

L'Etudiant (monthly periodical relating to Higher Education and employment prospects).

Capital (weekly television programme)

Languages Toolkit (2000) CILT

Collins-Roberts (1992) Business French Dictionary

Marriott, Thalia (1999) Help Yourself to Advanced French Grammar, Longman

Designated websites

Spanish

Required reading

Materials on socio-economic issues and current affairs are posted on Blackboard on a weekly basis.

Recommended reading

Actualidad Económica (business magazine)

El Economista (business magazine)

El Mundo (daily paper)

El País (daily paper)

Gaceta Universitaria (<http://gacetauniversitaria.es/>)

Universia (<http://www.universia.net/#noticias>)

Martin Garcia (2001) Gramática Y Léxico Del Español: Niveles Avanzado-superior (Material Complementario)

Kattan-Ibarra, J. (1992) Spanish Grammar Teach Yourself Books.

Collins Spanish Dictionary (ed CC Smith)

Perex, Sala, Santamarina (1993) Cassell Language Guides.

Designated websites

German

Required reading

Materials on socio-economic issues and current affairs are posted on Blackboard on a weekly basis.

Recommended reading

Wirtschaftswoche (business weekly magazine)

	<p>Der Spiegel (current affairs weekly magazine) Die Zeit (weekly periodical) Die Welt (daily paper) Frankfurter Allgemeine Zeitung Handelsblatt (business periodical) Jung, L. (1993) Fachsprache Deutsch: Betriebswirtschaft. Lese- und Arbeitsbuch. Hueber Buhlmann, R. (et al.) (1996) Wirtschaftsdeutsch von A-Z. Lehr- und Arbeitsbuch. Langenscheidt The Collins (1995) German-English, English-German Dictionary Langenscheidts (1993) Großwörterbuch Deutsch als Fremdsprache Schäfer, W., (1992) Financial Dictionary. Deutscher Taschenbuchverlag Schäfer, W., (1996) Management and Marketing Dictionary. Deutscher Taschenbuchverlag. Durrell, M., (1992) Using German. A Guide to Contemporary Usage. Cambridge University Press Hartley, P. and Robins, G., (1996) Manual of Business German. A Comprehensive Language Guide. Routledge Collin, P. (et al.), (1994) Business German Dictionary. English-German, German-English. Spencer, M. and McCrorie, M. (2000) Help yourself to advanced German grammar. Longman Seubel, M. and Morris, (June 2002) N. Oxford German Business Dictionary. OUP Designated websites</p>
Planned learning activities and teaching methods	<p>72 hours of workshops 128 hours of independent study 200 hours total</p>
Assessment methods and criteria	<p>Coursework 3000 words 50% Terms 1 and 2 Examination 2 hours 50% May</p>
Language of instruction	English
Work placements	n/a

Course unit title	Business Communications
Course unit code	BMS032
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	First year
Semester/trimester when	First semester

the course unit is delivered									
Number of ECTS credits allocated	2.5 ECTS								
Name of lecturer(s)	Nedka Dimitrova								
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Apply their knowledge for communication in business environment • Be able to lead discussions in working environment • Be able to present their verbal and nonverbal communication skills • Be able to listen and deliver working messages 								
Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	None								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Essence and significance of business communications • Skills of listening and talking • Effective listening and presenting • Nonverbal communications • Strategies for written communications. Correspondence • Distance conversations • Organization communications • Business etiquette 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Roebuck, D. (2002) Improving Business Communication skills. Kennesaw State University • Janasz, S.C., Dowd K, O., Schneider B.Z. (2002) Interpersonal Skills in Organizations. McGraw Hill <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Wayne, F. S., Dauwalder, D. P. (1994) Communicating in business. An Action-Oriented Approach. Illinois: Burr Ridge 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>10 hours</td> </tr> <tr> <td>Seminars</td> <td>15 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>40 hours</td> </tr> <tr> <td>Total hours</td> <td>65 hours</td> </tr> </table>	Lectures	10 hours	Seminars	15 hours	Student Centred Learning	40 hours	Total hours	65 hours
Lectures	10 hours								
Seminars	15 hours								
Student Centred Learning	40 hours								
Total hours	65 hours								
Assessment methods and criteria	<table> <tr> <td>Written Examination</td> <td>1.5 hours</td> <td>50%</td> </tr> <tr> <td>Presentation of a project</td> <td></td> <td>50%</td> </tr> </table>	Written Examination	1.5 hours	50%	Presentation of a project		50%		
Written Examination	1.5 hours	50%							
Presentation of a project		50%							
Language of instruction	English								
Work placements	n/a								

Course unit title	Business environment
Course unit code	BMS022
Type of course unit	Compulsory

(compulsory, optional)									
Level of course unit (e.g. first, second or third)	First								
Year of study (if applicable)	First year								
Semester/trimester when the course unit is delivered	First semester								
Number of ECTS credits allocated	2.0 ECTS								
Name of lecturer(s)	Ivelina Yoveva								
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Prepare analysis of the business environment of a business • Distinguish the different sources of investment for new businesses • Understand the different forms of ownership for business • Articulate the advantages and disadvantages of the different forms of ownership • Know the European sources of funding for businesses 								
Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	None								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Introduction to Business Environment • Forms of ownership • Social responsibility of business • Government policy and regulation regarding business • Labor force and unions • Types of investments, European funds • Banking and insurance system • Business associations 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Worthington, I. and C. Britton (2003) The Business Environment. Prentice Hall 								
Planned learning activities and teaching methods	<table style="width: 100%; border: none;"> <tr> <td style="width: 80%;">Lectures</td> <td style="text-align: right;">5 hours</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">20 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td style="text-align: right;">25 hours</td> </tr> <tr> <td>Total hours</td> <td style="text-align: right;">50 hours</td> </tr> </table>	Lectures	5 hours	Seminars	20 hours	Student Centred Learning	25 hours	Total hours	50 hours
Lectures	5 hours								
Seminars	20 hours								
Student Centred Learning	25 hours								
Total hours	50 hours								
Assessment methods and criteria	Coursework 3000 words 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Business ethics	
Course unit code	BMS012	
Type of course unit (compulsory, optional)	Compulsory	
Level of course unit (e.g. first, second or third)	First	
Year of study (if applicable)	First year	
Semester/trimester when the course unit is delivered	First semester	
Number of ECTS credits allocated	2.5 ECTS	
Name of lecturer(s)	Dimitrina Kamenova	
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Be able to analyse different ethical issues related with the business activities • Be able to choose proper ethical behaviour in delicate situations • Be able to prepare a corporate social responsibility programme 	
Mode of delivery (face-to-face, distance learning)	Face-to-face	
Prerequisites and co-requisites	None	
Recommended optional programme components	n/a	
Course contents	<ul style="list-style-type: none"> • Foundations of business ethics • Business ethics on the work place • Business ethics when dealing with customers • Business ethics when dealing with suppliers, dealers and other partners • Corporate social responsibility • Environmental issues • Crimes 	
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Shaw, W. H. (2007) Business ethics. Wadsworth Publishing <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Hartman, L. (2004) Perspectives in Business Ethics. McGraw-Hill 	
Planned learning activities and teaching methods	Seminars	30 hours
	Student Centred Learning	35 hours
	Total hours	65 hours
Assessment methods and criteria	Written Examination 1 hour 100%	

Language of instruction	English
Work placements	n/a

Course unit title	Business Law
Course unit code	BMS011
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	First year
Semester/trimester when the course unit is delivered	First semester
Number of ECTS credits allocated	5.0 ECTS
Name of lecturer(s)	Galin Nestorov
Learning outcomes of the course unit	Understand the nature of legislation Develop a basic framework of understanding business law Apply their knowledge to analyze commercial contracts Be able to understand specific legal issues related to business
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Law in general • Understanding business law • Contracts – parties, reality of consent, operation of contract, damages • Partnerships and corporations • Insurances • Frauds • European regulations regarding free movement of persons, goods and services • European competition law
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Bradgate R., Commercial Law, Barnes and Noble, 2008 <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Countryman V., Commercial Law - Cases and Materials, Little, Brown, 1982 • Fairhurst J., Law of the EU, Pearson Education, 2003
Planned learning activities	Lectures 30 hours

and teaching methods	Seminars Student Centred Learning Total hours	30 hours 65 hours 125 hours
Assessment methods and criteria	Examination 1.5 hours	100%
Language of instruction	English	
Work placements	n/a	

Course unit title	Business Planning	
Course unit code	BMS151	
Type of course unit (compulsory, optional)	Optional	
Level of course unit (e.g. first, second or third)	First	
Year of study (if applicable)	Second year	
Semester/trimester when the course unit is delivered	Third semester	
Number of ECTS credits allocated	3.5 ECTS	
Name of lecturer(s)	Robert Stevenson	
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Write a business plan • Defend a business plan • Know how to start their own business • Know where to seek funding • Know the pitfalls of business planning 	
Mode of delivery (face-to-face, distance learning)	Face-to-face	
Prerequisites and co-requisites	Economics and business environment Marketing and business communications Management Human resource management and organisational behaviour Marketing communications and marketing research	
Recommended optional programme components	n/a	
Course contents	<ul style="list-style-type: none"> • Analysis of the external environment • Analysis of the internal environment • SWOT analysis and confrontation matrix • Setting goals and objectives • Strategies • Marketing plan • Financial plan • Human resource plan • Operations plan 	

	<ul style="list-style-type: none"> Control 										
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> Stutely, R. (2007) <i>The Definitive Business Plan: The fast track to intelligent business planning for executives and entrepreneurs</i>. Financial times/Prentice hall 										
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>15 hours</td> </tr> <tr> <td>Consultations</td> <td>10 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>90 hours</td> </tr> </table>	Lectures	15 hours	Seminars	15 hours	Consultations	10 hours	Student Centred Learning	50 hours	Total hours	90 hours
Lectures	15 hours										
Seminars	15 hours										
Consultations	10 hours										
Student Centred Learning	50 hours										
Total hours	90 hours										
Assessment methods and criteria	Coursework-business plan with PowerPoint presentation and defence 4000 words 100%										
Language of instruction	English										
Work placements	n/a										

Course unit title	Business Structures & Regulation
Course unit code	BHL306
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Galina Nestorov
Learning outcomes of the course unit	<ul style="list-style-type: none"> Identify and critically compare the main business organisational structures in terms of legal personality, status, formation and administrative requirements Research and analyse the decision making processes within various organisations and critically assess the legal requirements surrounding such processes Demonstrate through oral presentation, reasoning skills and the ability to apply to a realistic scenario, company law principles. Appraise the concept of corporate governance and its importance, appreciating the role of the Companies Acts and precedents in creating a legal system for companies. Examine the various duties, rights and forms of liability within the business context
Mode of delivery (face-to-	Face-to-face

face, distance learning)									
Prerequisites and co-requisites	None								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Business structures and characteristics • Incorporation • Directors' duties and liabilities • The role of the board of Directors • Shareholders, shares and voting • Takeovers • Securities, debt and finance • Corporate governance • Corporate crime and the corporate veil • Audit and account • Insolvency, winding up and creditors 								
Recommended or required reading	<p>Required Reading</p> <p>Davies (2008), Gower and Davies Principles of Modern Company Law, 8th Ed, Sweet & Maxwell</p> <p>Recommended Reading</p> <p>Hannigan (2009), Company law 2nd Ed , Oxford University Press</p> <p>Mayson, S. French, D. & Ryan, C. (2009-2010) Company Law , Oxford University Press</p> <p>Ervine, C. (2009-2010) Core Statutes on Company Law, Palgrave Macmillan</p> <p>Hicks & Goo (2008) Cases and Materials on Company Law Oxford University Press</p> <p>Ridley, A. (2009), Key Facts: Company Law, Hodder Education</p> <p>Morse, G. (2006), Partnership Law, Oxford University Press</p> <p>Journals and Web References</p> <p>Business Law Review</p> <p>New Law Journal</p> <p>Solicitors Journal</p> <p>www.companieshouse.gov.uk</p> <p>www.insolvencyservice.co.uk</p> <p>www.berr.gov.uk</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Learning</td> <td>24 Hrs</td> </tr> <tr> <td>Tutorials / seminars / workshops</td> <td>24 Hrs</td> </tr> <tr> <td>Independent Study</td> <td>152 Hrs</td> </tr> <tr> <td>Total hours</td> <td>200 Hrs</td> </tr> </table>	Learning	24 Hrs	Tutorials / seminars / workshops	24 Hrs	Independent Study	152 Hrs	Total hours	200 Hrs
Learning	24 Hrs								
Tutorials / seminars / workshops	24 Hrs								
Independent Study	152 Hrs								
Total hours	200 Hrs								
Assessment methods and criteria	Coursework (including 20 minute presentation) 3,000 50% December- March								

	Case study April	3,000 50%
Language of instruction	English	
Work placements	n/a	

Course unit title	Capital Markets and Investments	
Course unit code	BMS141	
Type of course unit (compulsory, optional)	Optional	
Level of course unit (e.g. first, second or third)	First	
Year of study (if applicable)	Second year	
Semester/trimester when the course unit is delivered	Fourth semester	
Number of ECTS credits allocated	4.0 ECTS	
Name of lecturer(s)	Stanislav Ivanov	
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Financial risk management • Raising capital • The regulations surrounding financial operation • The complexities of tax regulations • Simulation techniques to analyze risk • How to price securities using CAPM • When the Efficient Market Hypothesis applies 	
Mode of delivery (face-to-face, distance learning)	Face-to-face	
Prerequisites and co-requisites	Economics and Business Environment, Accounting and Finance	
Recommended optional programme components	n/a	
Course contents	<ul style="list-style-type: none"> • Portfolio theory • Capital market equilibrium • Efficient Market Hypothesis • Fixed income securities • Global financial markets • Emerging capital markets • Options, futures and other derivatives • Dividend policy and capital structure • Basic Capital Structure Theory • Options (Real and Financial) • Tools for Optimal Hedging • Value at Risk 	

Recommended or required reading	Required Reading/Learning Materials Fabozzi and Modigliani (2008), Capital Markets, Institutions and Instruments, Prentice Hall
Planned learning activities and teaching methods	Lectures 15 hours Seminars 35 hours Student Centred Learning 50 hours Total hours 100 hours
Assessment methods and criteria	Coursework 3000 words 50% Examination 2 hours 50%
Language of instruction	English
Work placements	n/a

Course unit title	Leadership and change management
Course unit code	BSP301
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Silvena Dencheva, Maya Dafinova
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Demonstrate a critical understanding of some of the major international trends and developments in politics and economics and their relationship to international business • Analyze change and continuity in international business using cyclical and evolutionary models of socio-economic change • Advance a multidimensional understanding of the causes and consequences of globalization • Critically evaluate a range of normative questions in relation to people, the environment and the marketplace in the 21st Century • Reflect analytically on the knowledge developed for political action
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Contemporary Issues in International Political Economy
Recommended optional programme components	n/a

<p>Course contents</p>	<ul style="list-style-type: none"> • Framework of analysis • The concept of globalization, its history and causes • Production, commodification and technology transfer • Strategic alliances and the regionalization of foreign direct investment, mergers and takeovers • US economic hegemony and varieties of capitalism • The reconstructed state, post-sovereignty, supraterritoriality and privatized governance • Communities, societies and nation states • Business ethics, peace, security, ecological integrity, subsistence and social cohesion • Social justice and class, country and gender stratifications • Democracy through markets, communications and civil society
<p>Recommended or required reading</p>	<p>Friedman, T. (2006) <i>The World Is Flat: The Globalized World in the Twenty-first Century</i>, Penguin Books, Ltd</p> <p>Hertz, N. (2002) <i>The Silent Takeover: Global Capitalism and the Death of Democracy</i>, Arrow</p> <p>Cato, M. S. (2009), <i>Green Economics: An Introduction to Theory, Policy and Practice</i> (London: Earthscan).</p> <p>Recommended Reading</p> <p>Bauman, Z. (1998), <i>Globalization: The Human Consequences</i>, Cambridge: Polity Press</p> <p>Brown, P. and Lauder, H. (2001), <i>Capitalism and Social Progress. The Future of Society in a Global Economy</i>, Basingstoke: Palgrave Macmillan</p> <p>Coates, D. (2000), <i>Models of Capitalism. Growth and Stagnation in the Modern Era</i>, Cambridge: Polity Press</p> <p>Giddens, A. (1990), <i>The Consequences of Modernity</i>, Cambridge: Polity Press</p> <p>Gilpin R (2000) <i>The Challenge of Global Capitalism: The World Economy in the 21st Century</i>, Princeton: Princeton University Press.</p> <p>Gray, J. (1999 [1998]), <i>False Dawn. The Delusions of Global Capitalism</i>, London: Granta Publications</p> <p>Hutton, W. (1995), <i>The State We're In</i>, London: Cape</p> <p>Hutton, W. (2002), <i>The World We're In</i>, London: Little, Brown</p> <p>Mittelman J (2000) <i>The Globalisation Syndrome: Transformation and Resistance</i>, Princeton: Princeton University Press.</p> <p>O'Brien, R. and Williams, M. (2003), <i>Global Political Economy</i>, Basingstoke: Palgrave Macmillan</p> <p>Scholte, J. (2000), <i>Globalization: a critical introduction</i>, Basingstoke: Palgrave Macmillan</p>

	Stiglitz, J. (2002), Globalization and Its Discontents, London: Penguin Books								
	Relevant journal collections include Business Source Premier, NewsUK , Mintel and Swetswise, all available via UWIC's and IUC's E-Resources.								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>24 hours</td> </tr> <tr> <td>Seminars</td> <td>24 hours</td> </tr> <tr> <td>Independent Study</td> <td>152 hours</td> </tr> <tr> <td>Total</td> <td>200 hours</td> </tr> </table>	Lectures	24 hours	Seminars	24 hours	Independent Study	152 hours	Total	200 hours
Lectures	24 hours								
Seminars	24 hours								
Independent Study	152 hours								
Total	200 hours								
Assessment methods and criteria	<table> <tr> <td>Coursework</td> <td>3000 words equivalent</td> <td>50%</td> <td>Feb</td> </tr> <tr> <td>Examination</td> <td>2 hours</td> <td>50%</td> <td>May</td> </tr> </table>	Coursework	3000 words equivalent	50%	Feb	Examination	2 hours	50%	May
Coursework	3000 words equivalent	50%	Feb						
Examination	2 hours	50%	May						
Language of instruction	English								
Work placements	n/a								

Course unit title	Consumer behaviour
Course unit code	BMS121
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	4.0 ECTS
Name of lecturer(s)	Robert Stevenson, Vesselin Blagoev
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Define the nature, main characteristics and types of consumer behavior • Apply their knowledge for researching consumer behavior • Use different techniques and methods for researching consumer behavior • Define which factors influence certain consumer behavior
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Marketing research and Marketing communication Marketing and business communications
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Introduction in the theory of Consumer Behaviour • Market conditions for development

	<ul style="list-style-type: none"> • Models of consumer behaviour • Consumer researches – motives for purchase • Types of consumers • Market equilibrium and consumer behaviour • Process of purchase decision making • Factors influencing the consumer behaviour 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Engel, Blackwell, Consumer behavior, The Dryden Press, current edition <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Hawkins, Consumer behavior – implications for marketing strategy, IRWIN, current edition 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>35 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>100 hours</td> </tr> </table>	Lectures	15 hours	Seminars	35 hours	Student Centred Learning	50 hours	Total hours	100 hours
Lectures	15 hours								
Seminars	35 hours								
Student Centred Learning	50 hours								
Total hours	100 hours								
Assessment methods and criteria	Examination 1.5 hours 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Contemporary Business Communication in a Globalised World
Course unit code	BSP302
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Nedka Dimitrova
Learning outcomes of the course unit	<p>Critically evaluate the internet as a social and cultural artefact in business communication</p> <p>Explore meanings of multimodal communication from intercultural and cross cultural business perspective</p> <p>Analysis of interpersonal business communication through concepts of gender, politeness routines, and non verbal communication</p> <p>Develop awareness of diverse communication styles to improve understanding in business contexts.</p>

Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Globalization and its consequences for business communication • Dominant languages and internationalization of English • Multimodality in business communication • Application to business contexts of communication theory • Intercultural and cross cultural communication in business contexts
Recommended or required reading	<p>Required Reading</p> <p>Bowe, Heather Communication Across Cultures (2007) Mutual Understanding in a Global World, Cambridge, Cambridge University Press</p> <p>Dainton, M and Zelle E (2004) Applying Communication Theory for Professional Life: A Practical Introduction, Sage Publications</p> <p>Schmidt W (2007) Communicating Globally: Intercultural Communication and International Business , London, Sage Publications, Inc</p> <p>Recommended Reading</p> <p>Fairclough, N (2006) Language and Globalisation, London, Routledge</p> <p>Ferraro, Gary (2005) 5th Edition The cultural dimension of international business, London, Prentice Hall</p> <p>Gudykunst W B and Mody, B (2002) Handbook of Intercultural and Cross Cultural Communication (e-books)</p> <p>Guirdham, Maureen (2002) 3rd edition Interactive Behaviour at Work, Prentice Hall (e-book)</p> <p>Kress G and van Leeuwen T (2006) Reading Images – The Grammar of Visual Design, London Routledge</p> <p>Manusov V and Patterson M (2006) The Sage Handbook of Nonverbal Communication, London, Sage Publications</p> <p>Thurlow, C, Hegal L and Alice Tomic (2004) Computer Mediated Communication; Social Interaction on the Internet,London, Sage</p> <p>Pennycook, A (2007) Global Englishes and Transcultural Flows, London, Routledge</p> <p>Journals</p>

	Journal of Business Communication Journal of Computer Mediated Communication Journal of Mass Communication Quarterly Discourse and Society Articles in Professional Journals Internet Access to news media, business websites, televisual communication
Planned learning activities and teaching methods	Contact Hours 48 hours Independent Study 152 hours Total 200 hours
Assessment methods and criteria	Poster Presentation and essay 2,500 words 50% December Communication Diary and Essay 2,500 words 50% April
Language of instruction	English
Work placements	n/a

Course unit title	Contemporary Issues in International Political Economy
Course unit code	BMS111
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	4.0 ECTS
Name of lecturer(s)	Craig Webster, Maya Dafinova
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Appreciate the inter-relationship between economics and politics, and the global nature of this relationship • Recognise the importance of history and historical event in shaping the global economy • Evaluate historical and more recent events in global political economy • Evaluate the role and purpose of the institutional framework set up to manage global affairs • Appreciate the significance of global economic and political relations and how such relations shape the environment of business and influence business decision making
Mode of delivery (face-to-	Face-to-face

face, distance learning)									
Prerequisites and co-requisites	Economics and business environment								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • The nature of political economy and its study • Economic and political theory: alternative explanations • National economies and political economy: similarities and differences • The world trading system: from free to fair • The international monetary system • The international financial system • The state and the multinational enterprise • Political economy and economic development around the world • Regionalism and regional integration • The nation state in an era of globalisation • Governance and the global economy • Contemporary, emerging and popular global issues 								
Recommended or required reading	<p>Required Reading:</p> <ul style="list-style-type: none"> • Gilpin R Global Political Economy (2001) Princeton <p>Recommended Reading:</p> <ul style="list-style-type: none"> • J Ravenhill (2007) Global Political Economy Oxford University Press • R O'Brien and M Williams (2007) Global Political Economy: Evolution and Dynamics Palgrave Macmillan • R Stubbs and G R D Underhill (2005) Political Economy and the Changing Global Order OUP • J A Frieden and D A Lake (1999) International Political Economy: Perspectives on Global Power and Wealth Routledge • R Kiely (2006) The New Political Economy of Development: Globalization, Imperialism, Hegemony Palgrave Macmillan • S Strange (2002) Authority and Markets: Susan Strange's Writings on International Political Economy Palgrave Macmillan • N Phillips Ed (2005) Globalizing International Political Economy Palgrave Macmillan • Lundby, K., H. Jolton eds. (2010) Going global. Practical applications and recommendations for HR and OD professionals in the global working place. Jossey-Bass 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Seminars and consultations</td> <td>35</td> </tr> <tr> <td>Independent Study</td> <td>50</td> </tr> <tr> <td>Total</td> <td>100</td> </tr> </table>	Lectures	15	Seminars and consultations	35	Independent Study	50	Total	100
Lectures	15								
Seminars and consultations	35								
Independent Study	50								
Total	100								
Assessment methods and	Coursework 2000 words 50%								

criteria	Examination 2 hour 50%
Language of instruction	English
Work placements	n/a

Course unit title	Contemporary Issues in Marketing
Course unit code	BSP362
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Elena Zheynova
Learning outcomes of the course unit	<p>Critically analyse current trends in marketing and the role they play in achieving success at a strategic level</p> <ul style="list-style-type: none"> • Complete an in-depth study of a current marketing issue and draw conclusions regarding its impact on marketing practice • Develop innovative, coherent and strategic solutions to problems facing marketers in the 21st century • Formulate and evaluate a range of problem-solving methodologies and practices that that will allow students to approach contemporary issues in marketing at an appropriate level
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Level 2 Core Marketing Modules
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Emerging technologies – Databases, Datamining, E-Research, Computer-aided interviewing, Multimedia Communications, DRTV, Interactive advertising, SMS services, E-Commerce, E-Business, Product tracing, Call centres, Pod-casting • Customers – Customer profiling, Pester power, Third age marketing, Increasing customer focus • Trends – Futurism, Loyalty, Cross border marketing, Direct marketing, Green marketing, Viral marketing, New product development, Marketing alliances, Internet marketing, Psychological marketing

	<ul style="list-style-type: none"> • Ethics - Social responsibility, Corporate responsibility, Relativism, Stakeholder analysis, Environmental issues, Privacy • Globalisation – New and emerging markets, Shrinking markets, Quality issues in marketing practice and management, Responding to rapidly changing environments • Innovation and entrepreneurship in marketing 								
Recommended or required reading	<p>Required Reading No core text(s) can be set for this module.</p> <p>Recommended Reading Blythe J (2006) Marketing Communications 3e, London:FT Prentice Hall Doole I & Lowe R (2008) International Marketing Strategy 5/e, Pearsons, London Lucas G and Dorrian M 2006) Guerrilla Advertising, Laurence King McDaniel & Gates (2007) Market Research 7th Ed, London, Wiley Pilcher J and Whelehan I (2006) 50 Key Concepts in Gender Studies, Sage Publications Ltd Scott D M 2007) The New Rules of Marketing & PR, John Wiley & Sons Inc Tapp A (2008) Principles of Direct and Database Marketing, 4th Ed, Pearson (e-book) Wilson R and Gilligan C (2005) Strategic Marketing Management 1e, Cengage Learning Wright R 2006) Consumer Behaviour 1e, London, Thomson Learning (Biz-Ed)</p> <p>Journals European Journal of Marketing Journal of Consumer Behaviour Journal of Current Issues and Research in Advertising Journal of Media Psychology Journal of Integrated Marketing Communications Journal of International Marketing</p> <p>Also, core articles and reading will be provided and students will be guided to additional reading relevant to the specific issues being investigated.</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>24 hrs</td> </tr> <tr> <td>Seminars</td> <td>24 hrs</td> </tr> <tr> <td>Independent Study</td> <td>152 hrs</td> </tr> <tr> <td>Total</td> <td>200 hrs</td> </tr> </table>	Lectures	24 hrs	Seminars	24 hrs	Independent Study	152 hrs	Total	200 hrs
Lectures	24 hrs								
Seminars	24 hrs								
Independent Study	152 hrs								
Total	200 hrs								
Assessment methods and criteria	Coursework 5,000 words 100% May/June								

Language of instruction	English
Work placements	n/a

Course unit title	Developing Intellectual Capital
Course unit code	BHL307
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth semester
Number of ECTS credits allocated	5.0 ECTS
Name of lecturer(s)	Silvena Dencheva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • understand and explain contemporary approaches to the development of an organisation's intellectual capital • understand and explain the concept of human resource development • apply and evaluate different types of HRD intervention • understand the relationship between HRD and OKL • communicate, verbally and in writing, a business proposal for an HRD intervention • apply a range of appropriate business skills to a team project, including: problem solving, decision-making, interpersonal, leadership and critical reflection
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • The fundamentals of HRD: global context, different perspectives on the meaning and purpose of HRD, developing an HRD strategy • How human capital and social capital theories inform our understanding of intellectual capital • The role and theory of learning including: different perspectives on learning(e.g. psychological versus sociological perspectives), different perspectives on knowledge (e.g. objectivist versus practice perspectives), and the relationship between knowledge and learning, • Strategic approaches the development of intellectual

	<p>capital</p> <ul style="list-style-type: none"> • The operational role of HRD in developing intellectual capital (e.g. formal learning and development interventions) • The role of informal learning in the development of intellectual capital 								
<p>Recommended or required reading</p>	<p>Required Reading:</p> <p>Mankin, D. P. (2009) Human Resource Development, Oxford: Oxford University Press.</p> <p>Recommended Reading:</p> <p>Alvesson, M. (2004) Knowledge Work and Knowledge-Intensive Firms, Oxford: Oxford University Press.</p> <p>Davenport , T. H. and Prusak, L. (2000) Working Knowledge: How organisations manage what they know, Boston, MA: Harvard Business School Press.</p> <p>Easterby-Smith, M. and Lyles, M. A. (eds.) (2005) Handbook of Organisational Learning and Knowledge Management, Oxford: Blackwell.</p> <p>Hislop, D. (2005) Knowledge management in organisations, Oxford: Oxford University Press.</p> <p>Fitz-Enz, J. (2009) The ROI of Human Capital: Measuring the Economic Value of Employees, (2nd ed.) Amacon.</p> <p>Baron, A. and Armstrong, M. (2008) Human Capital Management: Achieving Added Value Through People, Kogan Page.</p> <p>Journals and other sources</p> <p>Human Resource Development International Human Resource Development Quarterly Advances in Developing Human Resources Human Resource Development Review Management Learning Journal of European Industrial Training Journal of Management Studies California Management Review Academy of Management Review Strategic Management Journal</p> <p>http://www.cipd.co.uk</p>								
<p>Planned learning activities and teaching methods</p>	<table border="0"> <tr> <td>Lectures</td> <td>12 hours</td> </tr> <tr> <td>Seminars</td> <td>12 hours</td> </tr> <tr> <td>Independent Study</td> <td>76 hours</td> </tr> <tr> <td>Total</td> <td>100 hours</td> </tr> </table>	Lectures	12 hours	Seminars	12 hours	Independent Study	76 hours	Total	100 hours
Lectures	12 hours								
Seminars	12 hours								
Independent Study	76 hours								
Total	100 hours								

Assessment methods and criteria	Group presentation 20 minutes + Q&A Individual Reflective Practice Statement End of term	50% 1000 words	End of term 50%
Language of instruction	English		
Work placements	n/a		

Course unit title	Dissertation		
Course unit code	HLT309		
Type of course unit (compulsory, optional)	Compulsory		
Level of course unit (e.g. first, second or third)	First		
Year of study (if applicable)	Third year		
Semester/trimester when the course unit is delivered	Sixth semester		
Number of ECTS credits allocated	10.0 ECTS		
Name of lecturer(s)	Robert Stevenson, Elena Zheynova, Maya Dafinova, Ivelina Yoveva, Stanislav Ivanov, Silvena Dencheva		
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Critically discuss the nature, types and processes of academic research; 2. Implement all stages of the research process and demonstrate awareness of the pitfalls in research designing; 3. Discuss how original contributions to knowledge are progressed; 4. Demonstrate expertise in the area researched; 5. Demonstrate enhanced approaches and skills in critical analysis, synthesis and evaluation; 6. Work independently in designing and executing a research project. 		
Mode of delivery (face-to-face, distance learning)	Face-to-face		
Prerequisites and co-requisites	Academic Skills for Business		
Recommended optional programme components	n/a		
Course contents	Specific research topic.		
Recommended or required reading	Required Reading Saunders, M, Lewis, P and Thornhill A (2007) 4th edition, Research Methods for Business Studies, London, Prentice Hall Walliman, N (2004) Doing your undergraduate dissertation, London, Sage		

	<p>Recommended Reading</p> <p>Bell, J. (1993) <i>Doing Your Research Project</i>, Open University Press.</p> <p>Black, T.R. (1993) <i>Evaluating Social Science Research</i>, Sage.</p> <p>Schutt, R.K. (1995) <i>Investigating the Social World</i>, Pine Forge.</p>
Planned learning activities and teaching methods	<p>Supervisory meetings > 3 hours (on-going supervision is given to each individual student by an appointed supervisor, specific to the dissertation research topic and research method(s) in question; students are given a dissertation handbook and required to attend a minimum number of tutorials with their supervisor).</p> <p>SCL < 300 hours.</p>
Assessment methods and criteria	<p>One written thesis 12-14000 words 100% Easter</p>
Language of instruction	English
Work placements	n/a

Course unit title	Doing Business in East Asian Countries
Course unit code	BRM301
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Craig Webster
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Have a working knowledge of the political, social, and economic environment of the target countries and its impact on business activities, especially foreign companies hoping to operate in such a context. • Equipped with a framework for analyzing the market of the target countries. • Develop abilities to explore the appropriate entry strategies for the market, evaluate business opportunities and business development within the target countries. • Foster a cultural awareness of the social contexts in which businesses operate in these countries.
Mode of delivery (face-to-face, distance learning)	Face-to-face

Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ol style="list-style-type: none"> 1) Introduction to East Asian Business Culture <ul style="list-style-type: none"> Characteristics of the target countries and business environment Recent changes, current and future trends in the Chinese/Indian market Chinese/Indian philosophies – fundamental differences in assumptions about life between the East and West. Working successfully across cultural divides in West and East relationship. 2) Setting up Business Operations in China/India <ul style="list-style-type: none"> Challenges that foreign investors face in China/India Business Approach – Outsourcing/Importing Business Approach – Exporting Business Approach – Strategic Business Planning 3) Business Culture <ul style="list-style-type: none"> Philosophy Language Business Relationships Networking Negotiation styles Gift-giving Gender Equality Government representation Human resource challenges 4) Infrastructure & logistics <ul style="list-style-type: none"> Shipping and transportation Pricing Packaging and labelling Translation Marketing E-commerce Risks in China/India 5) Evaluating Your Business Suitability <ul style="list-style-type: none"> Why do companies fail? Checklist Exit strategy Moving forward

Recommended or required reading

Required Reading

1. Robert Rugimbana, Sonny Nwankwo (2003) Cross-cultural Marketing. Cengage Learning EMEA.
2. Richard M. Steers and Luciana Nardon (2006) Managing in the Global Economy. Published by M.E. Sharpe,
3. Quanyu Huang, Huang Quanyu, Joseph W. Leonard, Chen Tong, Tong Chen (1997) Business Decision Making in China. Published by International Business Press.
4. Christopher Engholm (1991) When Business East Meets Business West: The Guide to Practice and Protocol in the Pacific Rim, Published by Wiley
5. David L. James (1993) Doing Business in Asia: A Small Business Guide to Success in the World's Most Dynamic Market, Published by Betterway Books
6. Laurence J. Brahm (2007) The Art of the Deal in China: A Practical Guide to Business Etiquette and the 36 Martial Strategies Employed by Chinese Businessmen and Officials in China, Tuttle Publishing

Recommended Reading

1. Martin J. Gannon (2008) Paradoxes of Culture and Globalization: The Key to Understanding Culture in a Globalizing World. Published by SAGE,
2. Yunxia Zhu, Zhu Yunxia (1999) Business Communication in China: China in the 21st Century, Economy, Society and Politics. Nova Science Publishers
3. Min Chen (2004) Asian Management Systems: Chinese, Japanese and Korean Styles of Business. Published by Thomson.
4. Jeanette S. Martin, Lillian H. Chaney (2006) Global Business Etiquette: A Guide to International Communication and Customs, Greenwood Publishing Group

Journals and Web References

Economist Magazine

Financial Times

Harvard Business Review

Access Asia

Journal of International Business Studies

Thunderbird International Business Review

Journal of Business Research

Managerial and Decision Economics

Strategic Management Journal

World Bank Reports (www.worldbank.org)

IMF Reports (www.imf.org)

	OECD Reports (www.oecd.org) World Trade Organization (www.wto.org) Country Reports (www.state.gov) Articles on Business in Asia (www.adbi.org)
Planned learning activities and teaching methods	Lectures 24 hours Tutorials 24 hours Independent Study 152 hours Total hours 200 hours
Assessment methods and criteria	Individual assessment 1000 words 10% May Group project 3000 words 50% May Personal portfolio N/A 40% May
Language of instruction	English
Work placements	n/a

Course unit title	E-business
Course unit code	BMS121
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Silvena Dencheva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Identify different e-business models • Be able to select the proper e-business model for their company • Have developed an e-marketing strategy for a company • Know how to use different reservation systems • Identify the role of Internet on hotel's marketing and management

Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	Management Marketing and business communications Marketing communications and marketing research								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Introduction to e-commerce • Evolution of e-business • Consumer behaviour and Internet • Internet technologies • E-marketing and e-branding • Internet as a communication channel • Internet and the corporate strategies • Internet-based business models • Customer relationship management and the Internet 								
Recommended or required reading	Required Reading/Learning Materials <ul style="list-style-type: none"> • Chaffey, D., R. Mayer, K. Johnston, F. Ellis-Chadwick (2003) Internet marketing: Strategy, implementation and practice. Financial Times/ Prentice Hall 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>35 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>100 hours</td> </tr> </table>	Lectures	15 hours	Seminars	35 hours	Student Centred Learning	50 hours	Total hours	100 hours
Lectures	15 hours								
Seminars	35 hours								
Student Centred Learning	50 hours								
Total hours	100 hours								
Assessment methods and criteria	Written assignment with PowerPoint presentation 3000 words 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Economics
Course unit code	BMS021
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	First year
Semester/trimester when the course unit is delivered	First semester
Number of ECTS credits allocated	5.5 ECTS
Name of lecturer(s)	Maria Neycheva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Graph supply and demand and other curves • Use graphical and math analysis with economic problem

	<ul style="list-style-type: none"> • Find market equilibrium • Find consumer equilibrium • Analyze market structures • Find comparative advantage • Calculate GDP • Calculate deflator, CPI • Calculate unemployment rate • Understand macroeconomic analysis • Know the functions of the central bank • Calculate maximum money creation 								
Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	None								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Production Possibilities Frontier, opportunity Costs • Supply and Demand • Elasticity of Supply and Demand • Consumer Equilibrium • Utility • Market Structures • Gross Domestic Product • Inflation • Unemployment • Aggregate Demand and Supply 								
Recommended or required reading	O'Sullivan, A., S. Sheffrin and S. Perez (2007) Economics: Principles and Applications and Tools with MyEconLab and Ebook, Pearson								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>30 hours</td> </tr> <tr> <td>Seminars</td> <td>35 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>75 hours</td> </tr> <tr> <td>Total hours</td> <td>140 hours</td> </tr> </table>	Lectures	30 hours	Seminars	35 hours	Student Centred Learning	75 hours	Total hours	140 hours
Lectures	30 hours								
Seminars	35 hours								
Student Centred Learning	75 hours								
Total hours	140 hours								
Assessment methods and criteria	<table> <tr> <td>Coursework</td> <td>3000 words</td> <td>50%</td> </tr> <tr> <td>Examination</td> <td>2 hours</td> <td>50%</td> </tr> </table>	Coursework	3000 words	50%	Examination	2 hours	50%		
Coursework	3000 words	50%							
Examination	2 hours	50%							
Language of instruction	English								
Work placements	n/a								

Course unit title	Employment and social security law
Course unit code	BMS141
Type of course unit (compulsory, optional)	Optional

Level of course unit (e.g. first, second or third)	First								
Year of study (if applicable)	Second year								
Semester/trimester when the course unit is delivered	Fourth semester								
Number of ECTS credits allocated	4.0 ECTS								
Name of lecturer(s)	Galina Nestorova								
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Have knowledge about current legislation related to employment and social security • Be able to practically apply the Employment Act to solving various employment cases • Be able to calculate the social and health security payments due to the government 								
Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	Human Resource Management Management								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Introduction to employment and social security law • Labour contracts • Salaries and wages • Employee and employer responsibilities • Work conditions • Social security payments • Compulsory and voluntary pension funds • Administrative procedures and control 								
Recommended or required reading	Required Reading/Learning Materials Current Bulgarian legislation (laws and ordinances) related to employment and social security								
Planned learning activities and teaching methods	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Lectures</td> <td style="text-align: right;">15 hours</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">35 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td style="text-align: right;">50 hours</td> </tr> <tr> <td>Total hours</td> <td style="text-align: right;">100 hours</td> </tr> </table>	Lectures	15 hours	Seminars	35 hours	Student Centred Learning	50 hours	Total hours	100 hours
Lectures	15 hours								
Seminars	35 hours								
Student Centred Learning	50 hours								
Total hours	100 hours								
Assessment methods and criteria	Examination (a combination of theoretical exam and practical case solving) 2 hours 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Enterprise Project
Course unit code	HLT312
Type of course unit	Compulsory

(compulsory, optional)	
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and Sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Robert Stevenson, Elena Zheynova, Maya Dafinova, Ivelina Yoveva, Stanislav Ivanov, Silvena Dencheva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Evaluate a market and cost and plan the production or delivery of a good or service; • Research the demand for the good or service through a thorough market study; • Consider innovation protection and other legal aspects of the enterprise process; • Construct a business plan; establish a location for development and locate finance for the enterprise; • Demonstrate expertise in the area researched; • Independently determine and evaluate sources of help, and discuss the enterprise with support agencies
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Completed all modules from Years 1 and 2
Recommended optional programme components	n/a
Course contents	Specific research topic.
Recommended or required reading	<p>Required Reading</p> <p>Barrow, C, Burke, G, Molian, D, Brown, R. (2005) Enterprise Development. Thompson Learning.</p> <p>Bridge, S, O'Neill, K, Cromie, S. (2003) Understanding Enterprise, Entrepreneurship and Small Business, (2nd edition), Palgrave MacMillan.</p> <p>Wickham, PA, (2004) Strategic Entrepreneurship. (3rd edition), Financial Times/Prentice Hall.</p> <p>Recommended Reading</p> <p>Barrow, C. (2006) The Complete Small Business Guide. (8th edition) Capstone</p> <p>Burns, P (2006). Entrepreneurship and Small Business. (2nd edition) MacMillan</p> <p>Williams, S. (2009) Business Start-up, (21st edition,), Financial Times/Prentice Hall</p>

	E-journals Entrepreneur
Planned learning activities and teaching methods	Workshops 12 hours Tutorials 5 hours Independent Study 383 hours Total: 400 hours
Assessment methods and criteria	Enterprise Project 13,000 words 100% April
Language of instruction	English
Work placements	n/a

Course unit title	Entrepreneurship
Course unit code	BMS151
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Third semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Robert Stevenson
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Write a business plan • Defend a business plan • Know how to start their own business • Know where to seek funding • Use the Chicago Method to calculate company value • Know the pitfalls of business creation
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Economics and business environment Marketing and business communications Management Human resource management and organisational behaviour Marketing communications and marketing research
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Introduction. What is Entrepreneurship? Brief history. • Creative Destruction-Joseph Schumpeter revisited. The role of entrepreneurs in society's economic development. • The Entrepreneurial Life.

	<ul style="list-style-type: none"> • Opportunity Recognition and Selection. Methods of entrepreneurial analysis. • Entrepreneurial strategies. Traditional and modern. • Competitive advantage. • Forms of entrepreneurship: starting a business, obtaining somebody else's business, team entrepreneurship, entrepreneurial corporate management. • Managing People. • Social responsibility and entrepreneurial culture. Entrepreneurial culture in Bulgaria. • Lifecycle of an enterprise. • Financing options and analysis. Venture Capital. • Components of a business plan. 										
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Barringer, Bruce R., and R. Duane Ireland (2007) Entrepreneurship: Successfully Launching New Ventures. Pearson Prentice-Hall 										
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>15 hours</td> </tr> <tr> <td>Consultations</td> <td>10 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>90 hours</td> </tr> </table>	Lectures	15 hours	Seminars	15 hours	Consultations	10 hours	Student Centred Learning	50 hours	Total hours	90 hours
Lectures	15 hours										
Seminars	15 hours										
Consultations	10 hours										
Student Centred Learning	50 hours										
Total hours	90 hours										
Assessment methods and criteria	Coursework-business plan with PowerPoint presentation and defence 4000 words 100%										
Language of instruction	English										
Work placements	n/a										

Course unit title	Ethical and Moral Leadership
Course unit code	BHL309
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	5.0 ECTS
Name of lecturer(s)	Silvena Dencheva, Polina Mitkova
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Understand the importance of leadership in general and business contexts. • Understand the nature of ethics and morality. • Understand the importance of ethical and moral

	<p>leadership and applying it to real business situations.</p> <ul style="list-style-type: none"> • Evaluate situations using appropriate qualitative skills based on morally sound rationales. • Apply a range of skills, such as communication, listening, negotiating etc. to situations which may require ethical and moral judgments.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	HRM
Recommended optional programme components	n/a
Course contents	<ol style="list-style-type: none"> 1. The nature, theories and practice of leadership: from charismatic to transformational. 2. Leadership as a function of power. 3. Morality and ethics: there is a difference. 4. Organizations, social responsibility and corporate citizenship. 5. Ethical leadership and corporate culture: a culture clash? 6. Emotion, morality and leadership. 7. Fairness and leadership 8. Globalization and the problems of relativism.
Recommended or required reading	<p>Required Reading</p> <p>Ciulla, J. B et al (2005) <i>The Quest for Moral Leaders</i> (Edward Elgar, Cheltenham)</p> <p>Goleman, D et al (2001) <i>Harvard Business Review on What Makes a Leader</i> (HBS Press, Boston)</p> <p>Lennick, D & Kiel, F (2005) <i>Moral Intelligence: Enhancing Business Performance & Leadership Success</i> (Wharton, New Jersey)</p> <p>Painter-Morland, M (2008) <i>Systemic Leadership and the Emergence of Ethical Responsiveness</i>, in <i>Journal of Business Ethics</i>, vol 82 (2).</p> <p>Recommended Reading</p> <p>Frederick, R E (2002) <i>A Companion to Business Ethics</i> (Blackwell, Oxford)</p> <p>De George, R (1990) <i>Business Ethics</i> (MacMillan, London)</p> <p>Journals</p> <p><i>Journal of Business Ethics</i> <i>Business Ethics Quarterly</i> <i>Ethical Theory and Moral Practice</i></p>

Planned learning activities and teaching methods	Lectures	12 hours
	Seminars	12 hours
	Independent Study	76 hours
	Total	100 hours
Assessment methods and criteria	Exam 2 hrs	100%
Language of instruction	English	
Work placements	n/a	

Course unit title	European Business Law
Course unit code	BHL300
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Galina Nestorov
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Critically identify the foundations of Community Law, specific characteristics and contribution to the control and regulation of Business practices. • Analyse the law of integration and enforcement mechanisms of Community Law within the Member States of the EU • Critically identify the choice of law rules in the context of business tortious liability • Evaluate current law relating to the recognition and enforcement of jurisdiction within the EU • Critically evaluate the substantive law of the EU in the context of the four fundamental freedoms in terms of their effectiveness and limitations, recognition and enforcement measures and jurisdiction. • Analyse EC law relating to the regulation of competition between business undertakings operating within EU and assess the practical implementation of the laws relating to domicile and its importance to various business organisations in terms of the applicable law.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-	None

requisites	
Recommended programme components	n/a
Course contents	<ul style="list-style-type: none"> • Background and establishment of the EU, development of economic and social aims, importance of free trade and integration • Sources of EC law, influence and development of general principles of law, subsidiarity, conflict and supremacy issues direct applicability, direct/indirect effect and Member state liability. Role and importance of the preliminary reference procedure. • Introduction to choice of law rules in contractual issues. • Areas of tortious business liability. Harmonisation of choice of law rules across Member States • Harmonised European Jurisdiction and Recognition and enforcement of foreign judgements across Member and Non Member states. • Competition law, cartels and abuse of a dominant position, mergers intellectual property rights enforcement mechanisms and controls, identification of relevant legal systems resulting from application of concept of European domicile in relation to undertakings. • Substantive law in context of free movement of goods, services, capital, workers, establishment. Concept of the European Citizen and dependant rights. Derogations and the law.
Recommended or required reading	<p>Required Reading</p> <p>Kaczorowska, A (2008) European Union Law, Routledge Cavendish</p> <p>Fairhurst, J (2009) Law of the European Union, 7th Rev. ed., Pearson Education Limited</p> <p>Recommended Reading</p> <p>Clarkson & Hill (2002) Jaffey on the Conflict of Laws, 2nd ed., LexisNexis UK</p> <p>Dicey, Morris & Collins (2008) Conflict of Laws, 14th ed., Sweet & Maxwell</p> <p>Craig & de Burca (2007) EU Law: Text, Cases & Materials, 4th ed., OUP Oxford</p> <p>Falkner, Treib, Hartlapp & Leiber (2005) Complying with Europe: EU Harmonisation and Soft Law in the Member States (Themes in European Governance), Cambridge University Press</p> <p>Pontier & Burg (2004) EU Principles on Jurisdiction and Recognition and Enforcement of Judgements in Civil and Commercial Matters. Asser Press</p> <p>Wilberforce & Elias, O (2001) Judicial Remedies in the Conflict</p>

	<p>of Law, Hart Publishing Prosser, T (2005) <i>The Limits of Competition Law: Markets and Public Services</i>, OUP Oxford Xuereb, P (2004) <i>The Harmonisation of Company Law in the EC</i>, Ashgate Publishing Limited Wyatt, D (2004) <i>Rudden & Wyatt's EU Treaties and Legislation</i>, 9th ed., OUP Oxford Steiner, Woods & Twigg-Flesner (2003) <i>Textbook on EC Law</i>, 8th Rev. ed., Oxford University Press</p> <p>Useful Web Resources British Association of Comparative Law (The University of Edinburgh School of Law website) http://www.law.ed.ac.uk/bacl/ Eurostudies sections of the Social Science Information Gateway (Intute) http://www.intute.ac.uk/socialsciences/ EUROPA: Gateway to the European Union http://europa.eu/index_en.htm The European Parliament http://www.europarl.europa.eu/ European Commission http://ec.europa.eu/index_en.htm Court of Justice of the European Communities http://curia.europa.eu/en/index.htm</p>									
Planned learning activities and teaching methods	This module will be taught through a combination of lectures, tutorials and workshops using realistic case studies as far as possible to reinforce the practical application of regulatory law within which business undertakings within the Member States must comply.									
Assessment methods and criteria	<table border="1"> <tr> <td>Coursework</td> <td>1,500 words</td> <td>25%</td> </tr> <tr> <td>Coursework</td> <td>1,500 words</td> <td>25%</td> </tr> <tr> <td>Case study</td> <td>3000 words</td> <td>50%</td> </tr> </table>	Coursework	1,500 words	25%	Coursework	1,500 words	25%	Case study	3000 words	50%
Coursework	1,500 words	25%								
Coursework	1,500 words	25%								
Case study	3000 words	50%								
Language of instruction	English									
Work placements	n/a									

Course unit title	Fair Trade, International Aid and International Economic Development
Course unit code	BEC309
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year

Semester/trimester when the course unit is delivered	Fifth and sixth semester												
Number of ECTS credits allocated	10.0 ECTS												
Name of lecturer(s)	Craig Webster												
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Use different measures of inequality • Discuss the nature of poverty • Analyse poverty and pro-poor policies • Empirically specify and test models of international income distribution 												
Mode of delivery (face-to-face, distance learning)	Face-to-face												
Prerequisites and co-requisites	None												
Recommended optional programme components	n/a												
Course contents	<ul style="list-style-type: none"> • Economic policy and poverty • Growth and poverty • Education and poverty • Students will spend half the course in empirical research producing their own models explaining the international distribution of income 												
Recommended or required reading	<p>Required Reading</p> <p>Barro, R. J. & Sala-i-Martin, X. (2004) Economic Growth, Second Edition, The MIT Press</p> <p>Shorrocks, A. & Van der Hoeven, R. (Editors) (2005) Growth, Inequality, and Poverty Prospects for Pro-Poor Economic Development, OUP.</p> <p>Recommended Reading</p> <p>Woodin, M. and Lucas, C. (2004), Green Alternatives to Globalization: A Manifesto (London: Zed).</p> <p>Lines, T. (2008), Making Poverty: A History (London: Zed).</p> <p>Journal of International Development (Wiley).</p>												
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>24 hours</td> </tr> <tr> <td>Seminars</td> <td>24 hours</td> </tr> <tr> <td>Independent Study</td> <td>152 hours</td> </tr> <tr> <td>Total</td> <td>200 hours</td> </tr> </table>	Lectures	24 hours	Seminars	24 hours	Independent Study	152 hours	Total	200 hours				
Lectures	24 hours												
Seminars	24 hours												
Independent Study	152 hours												
Total	200 hours												
Assessment methods and criteria	<table> <tr> <td>Coursework 1</td> <td>1500 words or equiv</td> <td>25%</td> <td>November</td> </tr> <tr> <td>Coursework 2</td> <td>1500 words or equiv</td> <td>25%</td> <td>March</td> </tr> <tr> <td>Exam</td> <td>2 hours</td> <td>50%</td> <td>May</td> </tr> </table>	Coursework 1	1500 words or equiv	25%	November	Coursework 2	1500 words or equiv	25%	March	Exam	2 hours	50%	May
Coursework 1	1500 words or equiv	25%	November										
Coursework 2	1500 words or equiv	25%	March										
Exam	2 hours	50%	May										
Language of instruction	English												

Work placements	n/a
------------------------	-----

Course unit title	Financial Management for Managers
Course unit code	BAC304
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Stanislav Ivanov
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Calculate & interpret performance measures appropriate to different business situations • Prepare & interpret cash flow statements • Discuss & apply working capital management techniques • Prepare a range of plans & budgets with the use of spreadsheet software and use same to do “what if?” analysis • Calculate & interpret cost & sales variances • Identify relevant costs & appropriate techniques for decision making & use them to facilitate the solution of a range of realistic management problems • Evaluate capital expenditure projects using a range of recognised techniques • Calculate and interpret investment ratios & other performance measures to facilitate the valuation of shares/businesses in the context of mergers and acquisitions • Explain and calculate the cost of capital • Evaluate competing theories relating to capital gearing & dividend policy and their impact on the development of corporate policies
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	1. Interpretation of published company accounts using key accounting ratios, including cash-based ratios & multivariate analysis. Sources of long term finance & impact on earnings,

	<p>gearing and corporate control.</p> <ol style="list-style-type: none"> 2. Preparation & interpretation of cash flow statements. 3. Working capital management, including inventory models & management of debtors. 4. Budgeting: zero based & activity based budgeting, quality costing, target costing. 5. Budgetary control/standard costing: interpretation of variances-trend, materiality etc. 6. Costing for decision making; use of opportunity cost approach; limiting factors. Application to specific situations including make versus buy, product mix decisions. 7. Long-term planning/budgeting; use of DCF to evaluate capital expenditure projects; NPV versus IRR; treatment of tax, inflation, and risk. 8. Valuation of shares, including asset- and earnings-based approaches; free cash flow; dividend growth & CAPM models. Application of valuation methods, including mergers and acquisitions. 9. Cost of capital. Optimal capital structure theories. 10. Corporate dividend policy. 								
<p>Recommended or required reading</p>	<p>Required Reading</p> <p>McLaney, E.J. (2006) "Business Finance – Theory & Practice" (7th edition), FT Prentice Hall (including online resources at www.booksites.net)</p> <p>Drury, C. (2003) Cost & Management Accounting (5th edition), Thomson Learning (including online resources at www.thomsonlearning.co.uk)</p> <p>Recommended Reading</p> <p>Brayshaw, R. (1998) A Concise Guide to Corporate Finance, Chapman & Hall</p> <p>Brearely, R. & Myers, S. (1996) Principles of Corporate Finance, McGraw Hill</p> <p>Pike, R. & Neale, B. (2003) "Corporate Finance and Investment", FT Prentice Hall</p> <p>Quality financial press eg Financial Times</p>								
<p>Planned learning activities and teaching methods</p>	<table border="0"> <tr> <td>Lectures:</td> <td>24 hours</td> </tr> <tr> <td>Seminars:</td> <td>24 hours</td> </tr> <tr> <td>Independent Study:</td> <td>152 hours</td> </tr> <tr> <td>Total:</td> <td>200 hours</td> </tr> </table>	Lectures:	24 hours	Seminars:	24 hours	Independent Study:	152 hours	Total:	200 hours
Lectures:	24 hours								
Seminars:	24 hours								
Independent Study:	152 hours								
Total:	200 hours								
<p>Assessment methods and criteria</p>	<p>Multiple choice test -quantitative methods/skills & interpretation of results 1 hour 20%</p> <p>Written assignment/case study – problem solving exercise, including relevant calculations & interpretation of results</p>								

	20%
	Examination– all learning outcomes 3 hours60%
Language of instruction	English
Work placements	n/a

Course unit title	Financial Planning
Course unit code	BMS153
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Third semester
Number of ECTS credits allocated	2.0 ECTS
Name of lecturer(s)	Stanislav Ivanov
Learning outcomes of the course unit	<ul style="list-style-type: none"> • The challenges that face a financial planner • Financial risk management • Select from among the various financial instruments, those most appropriate for a personal financial portfolio for clients at differing stages in their life cycle; • Show how insurance strategies contain portfolio risks. • Explain the differences between various asset classes; • Describe the regulatory framework under for financial planners and the impact of tax systems
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Economics and Business Environment Accounting and Finance
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Pensions • Retirement accounts • Insurance • Investments • Options (Real and Financial) • Different Financial Instruments • Portfolio Optimization
Recommended or required reading	Required Reading/Learning Materials Brigham, E. (2004) Financial Management: Theory and Practice, South-Western College Pub.

	Petty, J. W., A. J. Keown, D. F. Scott, J. D. Martin. Basic financial management. Prentice Hall, current edition
Planned learning activities and teaching methods	Lectures and seminars 25 hours Student Centred Learning 25 hours Total hours 50 hours
Assessment methods and criteria	Coursework 2000 words 100%
Language of instruction	English
Work placements	n/a

Course unit title	Gender and Consumption
Course unit code	BSP303
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Ivelina Yoveva, Rumiana Konstantinova
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Analyse and interpret schema and cognitive developmental theories in relation to the postmodern consumer culture. • Interpret consumer culture as a collaborative and reflexive process. • Interpret, appraise and evaluate gender as a marketing variable and analyse the importance of gender in the creation of new and sustainable markets. • Evaluate the benefits (or non benefits) of developing non gendered/ gendered marketing campaigns and their effects. • Be able to identify market needs as a consequence of evolving socio-cultural trends.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Introduction to gender theory and its historical development. • Evaluating theoretical models of Developmental

	<p>Psychology, Cognitive Psychology and Social Cognitive Development</p> <ul style="list-style-type: none"> • Understand the Psychological Perspectives, Personality, Individual difference, Self and Identity in relation to consumption • Understand the historical perspective of gender and consumption • Understanding role of gender in consumer purchasing decisions (brand connection/loyalty etc) • Evaluate the gendering of consumer practices. • Evaluate gendered advertising and conspicuous consumption • Understand the emergence of divergent markets and divergent consumer groups. • Evaluate the differences in consumption and economic behaviour among male and female consumers and Recognise the Sociocultural Dimensions of Gendered Consumer Behaviour • Understand Gender Symbolism in Consumption • Evaluate Gender, Retailing and Shopping Behaviour • Gender Issues and Cyberspace 								
<p>Recommended or required reading</p>	<p>Pilcher J and Whelehan I (2006) 50 Key Concepts in Gender Studies, Sage Publications Ltd , Lawler S (2008) Identity: Sociological Perspectives, Polity, De Grazia V and Furlough E (1996) The Sex of Things Gender and Consumption in Historical Perspective University of California Press , Appadurai A (1998) The Social Life of Things: Commodities in Cultural Perspective (Cambridge Studies in Social and Cultural Anthropology), Cambridge University Press, Carter C and Steiner L (2003) Critical Readings: Media and Gender (Issues in Cultural and Media Studies) Open University Press,</p> <p>Recommended Reading : Gill R (2006) Gender and the Media, Polity Press; 1st Edition, Woodward K(2004) Questioning Identity Gender: Gender, Class, Ethnicity (Understanding Social Change) Routledge ;</p> <p>Journals: European Journal of Marketing Journal of Media Psychology Journal of Gender Studies</p>								
<p>Planned learning activities and teaching methods</p>	<table border="0"> <tr> <td>Lectures</td> <td>24 hours</td> </tr> <tr> <td>Seminars</td> <td>24 hours</td> </tr> <tr> <td>Independent Study</td> <td>152 hours</td> </tr> <tr> <td>Total hours</td> <td>200 hours</td> </tr> </table>	Lectures	24 hours	Seminars	24 hours	Independent Study	152 hours	Total hours	200 hours
Lectures	24 hours								
Seminars	24 hours								
Independent Study	152 hours								
Total hours	200 hours								

Assessment methods and criteria	Coursework 3500 word 50% Presentation/ Research 2500 equivalent 50%	December April
Language of instruction	English	
Work placements	n/a	

Course unit title	Human Resource Management	
Course unit code	BMS102	
Type of course unit (compulsory, optional)	Compulsory	
Level of course unit (e.g. first, second or third)	First	
Year of study (if applicable)	Second year	
Semester/trimester when the course unit is delivered	Third semester	
Number of ECTS credits allocated	4.0 ECTS	
Name of lecturer(s)	Silvena Denchvea	
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Acquire basic knowledge, models and approaches for human resource management • Be able to apply technical skills connected with selection, recruitment, analysis and evaluation of human resources • Have participated in a management games and have skills for proper behaviour within an organisation • Know about the different factors affecting the management of human resources in the company • Be able to prepare a strategy and a programme for motivation of human resources 	
Mode of delivery (face-to-face, distance learning)	Face-to-face	
Prerequisites and co-requisites	Economics and Business environment Introduction to management and tourism	
Recommended optional programme components	n/a	
Course contents	<ul style="list-style-type: none"> • Introduction in human resource management theory • Strategic human resource management • Human resource management and the labour market • Human resource planning • Recruitment and selection • Managing equality and diversity • Learning and development • Management development • The employee relationship and employee rights at work 	

	<ul style="list-style-type: none"> Establishing the terms and conditions of employment Reward and performance management Employee participation and involvement International HRM 									
Recommended or required reading	Required Reading/Learning Materials <ul style="list-style-type: none"> Edwards, T., C. Rees (2006) International human resource management. Prentice Hall Beardwell, J., T. Claydon (2007) Human resource management. Prentice Hall 									
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>35 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>100 hours</td> </tr> </table>	Lectures	15 hours	Seminars	35 hours	Student Centred Learning	50 hours	Total hours	100 hours	
Lectures	15 hours									
Seminars	35 hours									
Student Centred Learning	50 hours									
Total hours	100 hours									
Assessment methods and criteria	<table> <tr> <td>Written Examination</td> <td>2 hours</td> <td>50%</td> </tr> <tr> <td>Participation in management game</td> <td></td> <td>25%</td> </tr> <tr> <td>Current assessment</td> <td></td> <td>25%</td> </tr> </table>	Written Examination	2 hours	50%	Participation in management game		25%	Current assessment		25%
Written Examination	2 hours	50%								
Participation in management game		25%								
Current assessment		25%								
Language of instruction	English									
Work placements	n/a									

Course unit title	Information Systems Project Management
Course unit code	BCO302
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Vasil Donev
Learning outcomes of the course unit	<ul style="list-style-type: none"> Plan, monitor and control small scale projects in areas of familiar technology. Determine the resource requirements of projects in a range of areas. Manage time. Select and make use of appropriate software for project management functions. Estimate effort using modelling techniques. Identify, explain and appraise different approaches to software development Describe the purpose of and construct a software prototype.

	<ul style="list-style-type: none"> • Categorise and comprehend various levels of software reuse. • Explain the principles of software quality assurance. • Recognise and evaluate the main themes of business process re-engineering. • Justify the use of software metrics.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Models of the project management process as reflections of broader methodology. • Sources of problems for the project team. • Estimation models and their respective strengths/weaknesses. • Aspects of motivational theory. • Analysis of “silver bullets” proposed for solutions to software crisis. • The software crisis and why projects fail: approaches towards solutions. Including:- <ul style="list-style-type: none"> • Rapid software prototyping classification, content, development, evaluation. Strengths and weaknesses of prototyping. • Software re-use – justification, levels of abstraction, cognitive distance, approaches to re-use. Object-oriented class library approach. Re-use in practice. • Software quality assurance - principles, measurement, strategic implications. • Business process re-engineering - rationale, role of information technology, role of human resources, management involvement, approaches to re-design. • Software metrics. Justification. What and how to measure.
Recommended or required reading	<p>Required Reading</p> <ul style="list-style-type: none"> • Cadle J, Yeates, D. 5th 2008. Project Management for Information Systems, Prentice Hall, (Current Edition) <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • McManus, J., Wood-Harper, T. 2003, Information Systems Project Management, Methods, Tools and Techniques. Prentice Hall. ISBN 0 -273-64699-0 • Marchewka, J. Information Technology Project Management - Providing Measurable Organizational Value.

	<p>Wiley. IBSN 0-471-39293-0 Further Reading</p> <ul style="list-style-type: none"> • Edward Yourdon, Decline and Fall of the American Programmer, Yourdon Press Computing Series 1993 • Edward Yourdon, Rise & Resurrection of the American Programmer, Yourdon Press Computing Series 1996 • Mantel et al, Project Management in Practice Wiley & Sons (Current Edition) <p>Journals</p> <ul style="list-style-type: none"> • European Journal of Information Systems • International Journal of Project Management 								
Planned learning activities and teaching methods	<table> <tr> <td>Learning</td> <td>24 hours</td> </tr> <tr> <td>Tutorials</td> <td>24 hours</td> </tr> <tr> <td>Independent Study</td> <td>152 hours</td> </tr> <tr> <td>Total hours</td> <td>200 hours</td> </tr> </table>	Learning	24 hours	Tutorials	24 hours	Independent Study	152 hours	Total hours	200 hours
Learning	24 hours								
Tutorials	24 hours								
Independent Study	152 hours								
Total hours	200 hours								
Assessment methods and criteria	<table> <tr> <td>Coursework</td> <td>3000 words</td> <td>50%</td> <td>December</td> </tr> <tr> <td>Examination</td> <td>3 hours</td> <td>50%</td> <td>May</td> </tr> </table>	Coursework	3000 words	50%	December	Examination	3 hours	50%	May
Coursework	3000 words	50%	December						
Examination	3 hours	50%	May						
Language of instruction	English								
Work placements	n/a								

Course unit title	Information Technologies
Course unit code	BMS042
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	First year
Semester/trimester when the course unit is delivered	Second semester
Number of ECTS credits allocated	3.0 ECTS
Name of lecturer(s)	Vasil Donev
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Know and apply methods for systematical planning, usage and evaluation of information • Work out and present their presentations through different media • Define operational systems • Work with MS Office applications
Mode of delivery (face-to-face, distance learning)	Face-to-face

Prerequisites and co-requisites	None								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • General presentation skills • Visual means – role, functions and design • Multimedia in business – role, function and design • Internet in business – role and functions • Computer and operational systems • MS Office applications – Word, Excel, PowerPoint 								
Recommended or required reading	Required Reading/Learning Materials <ul style="list-style-type: none"> • Horch, John W. (2003) Practical guide to software quality management. Boston: Artech House • Boddy, D., A. Boonstra, G. Kenedy (2002) Managing information systems. An organisational perspective. Prentice Hall 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>10 hours</td> </tr> <tr> <td>Seminars</td> <td>25 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>40 hours</td> </tr> <tr> <td>Total hours</td> <td>75 hours</td> </tr> </table>	Lectures	10 hours	Seminars	25 hours	Student Centred Learning	40 hours	Total hours	75 hours
Lectures	10 hours								
Seminars	25 hours								
Student Centred Learning	40 hours								
Total hours	75 hours								
Assessment methods and criteria	<table> <tr> <td>Written Examination</td> <td>1.5 hours</td> <td>50%</td> </tr> <tr> <td>Course project</td> <td>1500 words</td> <td>50%</td> </tr> </table>	Written Examination	1.5 hours	50%	Course project	1500 words	50%		
Written Examination	1.5 hours	50%							
Course project	1500 words	50%							
Language of instruction	English								
Work placements	n/a								

Course unit title	Innovations and Entrepreneurship
Course unit code	BSP332
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Robert Stevenson
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Analyse with the use of relevant models, the environment and link innovation to competitive advantage. • Critically analyse the linkages between innovation and entrepreneurship within a variety of companies. • Analyse the key changes in technology, which has enabled organisations to develop a sustainable competitive

	<p>advantage in this way.</p> <ul style="list-style-type: none"> • Critically evaluate the use of the strategy, measurements, processes, people and technology in today's dynamic business environment, which requires innovation and knowledge management to stay ahead. • Analyse, using relevant theoretical models, the relationships between a wide range of developments in technological applications and how they have impacted on traditional consumer behaviour in changing the way people shop
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • The competitive environment and innovation. • Learning organisation and the change to an innovation led organisation. • The linkages between entrepreneurship and innovation. • The entrepreneurial spirit within an organisation – intrapreneurship. • Action-based framework and perpetual innovation. • Technology, innovation and discontinuity. • The five components of innovation – strategy, measurements, processes, people and technology. • Case study analysis • Building on the “Understanding customers module (level 2) and relating the basic principles of consumer behaviour to the fundamental changes technology developments e.g. E-commerce, which is changing the way people buy. • Theoretical models for products, business and customers to test the development of e-commerce and alignment of strategic planning e.g. e-test. • Cultural dimensions of changes in consumer behaviour. • Knowledge Management and the changes in technology and consumer demands (supply/demand chain) • Direct marketing and use of data for retail e-commerce including retail classifications according to theoretical models and industry analysts. • Disintermediation and the dramatic changes predicted for the retail industry middlemen/suppliers. • Business to Business / Business to consumer demand, relating to the Supply models and the developing demand channels lead by consumer demand changes. • Obsolescence of new technology and alignment of IT

	<p>strategy with retail organisational strategy. Including ethical and social issues throughout all areas.</p> <ul style="list-style-type: none"> • Evaluation of the strategic developments in relationship management and marketing.
<p>Recommended or required reading</p>	<p>Required Reading</p> <p>There is currently no one text that covers this module's topics in a comprehensive way.</p> <p>Recommended Reading</p> <p>Aydogan N (2009) Innovation Policies, Business Creation, and Economic Development (International Studies in Entrepreneurship) Springer</p> <p>Barringer, B and Ireland (2008) Entrepreneurship ; successfully launching new ventures 2nd Edition Pearson International Edition</p> <p>Bessant. J and Tidd Joe (2007) Innovation and Entrepreneurship John Wiley & Sons</p> <p>Edvardsson, B. Gustafsson, A and Kristensson, P Eds (2006) Involving Customers in New Service Development, Imperial College Press</p> <p>Carter, S and Jones Evans Dylan (2000) Enterprise and Small Business Prentice Hall</p> <p>De Kare-Silver (1999) E-Shock, the electronic shopping revolution: Strategies for retailers and manufacturers New York Amaco.</p> <p>Drucker. Peter (2006) Innovation and Entrepreneurship (Drucker Series) HarperCollins Publishers.</p> <p>Drucker. Peter (2007) Management Challenges in the 21st Century 2nd Edition Butterworth-Heinemann</p> <p>Edquist Charles (1997) Systems of Innovation, Technologies, Institutions and Organisations Pinter</p> <p>Fagerberg, J, Mowery, D and Nelson, R eds (2006) The Oxford Handbook of Innovation Oxford Union Press, Oxford</p> <p>Harvard Business (2001) Harvard Business Review on Innovation Harvard Business School Press</p> <p>Kuratko, Donald F. (2008) Entrepreneurship: Theory, Process and Practice, 8th edition South Western Educational Publishing</p> <p>Kuratko, Donald F. and Hodgetts, Richard M. (2006) Entrepreneurship 7th edition South Western Educational Publishing</p> <p>Muzyka, Daniel and Birley Sue (1997) Mastering Enterprise Pitman Publishing</p> <p>Prahalad, C.K. and Krishnan, M.S. (2008) The New Age of Innovation: Driving Cocreated Value Through Global Networks McGraw-Hill Professional</p> <p>Rae, D, (2007) Entrepreneurship; from opportunity to action</p>

	<p>Palgrave Sathe, V (2003) Corporate Entrepreneurship; Top Managers and New Business Creation Cambridge university Press Tidd, J and Bessant J. (2009) Managing Innovation: Integrating Technological, Market and Organizational Change 4th Edition John Wiley & Sons Trott, P (2008) Innovation Management and New Product Development 4th edition Prentice Hall</p> <p>Journals Retailing week Silicon.com</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>24 hours</td> </tr> <tr> <td>Seminars</td> <td>24 hours</td> </tr> <tr> <td>Independent Study</td> <td>152 hours</td> </tr> <tr> <td>Total hours</td> <td>200 hours</td> </tr> </table>	Lectures	24 hours	Seminars	24 hours	Independent Study	152 hours	Total hours	200 hours
Lectures	24 hours								
Seminars	24 hours								
Independent Study	152 hours								
Total hours	200 hours								
Assessment methods and criteria	<table> <tr> <td>Essay</td> <td>30%</td> </tr> <tr> <td>Presentations (Group)</td> <td>35%</td> </tr> <tr> <td>Portfolio with attendance</td> <td>35%</td> </tr> </table>	Essay	30%	Presentations (Group)	35%	Portfolio with attendance	35%		
Essay	30%								
Presentations (Group)	35%								
Portfolio with attendance	35%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Intellectual Property
Course unit code	BMS142
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Maya Dafinova
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Define the nature and main features of patent laws • Apply their knowledge for how to interpret intellectual property laws • Use different techniques and methods for sustaining good will and reputation in business
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Marketing research and Marketing communication Marketing and business communications

Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Copyright and related rights • Patent Law • Design Law • Business goodwill and reputation • European and international Perspectives on intellectual property 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Bainbridge D., Intellectual Property, Pearson Education, 2006 <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • National Research Council, The digital dilemma – intellectual property in the information age, Barnes and Noble, current edition 								
Planned learning activities and teaching methods	<table> <tr> <td>Learning</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>25 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>90 hours</td> </tr> </table>	Learning	15 hours	Seminars	25 hours	Student Centred Learning	50 hours	Total hours	90 hours
Learning	15 hours								
Seminars	25 hours								
Student Centred Learning	50 hours								
Total hours	90 hours								
Assessment methods and criteria	Coursework 3000 words 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Intercultural Awareness for Business
Course unit code	BMS061
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	First year
Semester/trimester when the course unit is delivered	Second semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Michael Minkov, Rumiana Konstantinova
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Evaluate and articulate the contribution of intercultural learning in business and other related areas of their studies • Analyse and reflect on how cultures differ; identify cultural values, styles of communication and socio-cultural behaviour inherent to the target cultures that could clash with their own culture. • Apply theoretical approaches to culture to analyse

	<p>cultural differences in given work related scenarios</p> <ul style="list-style-type: none"> • Evaluate and analyse culture-bound differences on specific issues such as: power distance, time orientation, management of uncertainty, gender, individuality, attitudes to conflict, etc. • Critically appraise business and personal issues from a perspective other than their own cultural background to operate effectively in culturally diverse settings.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Introduction to the academic fields of Intercultural Studies, Communication Studies and Cultural Studies • Key principles and theories of Intercultural Studies • The communication process: Barriers to intercultural communication • Beyond linguistic barriers: the hidden dimensions of culture • Cultural taxonomies: Edward Hall, Hofstede, Trompenaars, Bond, Schwartz, Adler, Schein, Kluckhohn & Strodtbeck • A critical approach to cultural taxonomies • European cultural identity and diversity: united in diversity • Business etiquette and protocol: Do's and Don'ts when conducting business in specific cultures/countries • Intercultural training: international mobility, culture shock, acculturation, international assignments and expatriates • Management of expatriation and repatriation • Effective strategies for working in multicultural business environments • Intercultural analysis of given work related scenarios • Ethnographic approach
Recommended or required reading	<p>Required Reading:</p> <p>Ferraro, G. (2009) <i>The Cultural Dimension of International Business</i> (5th Edition). Prentice Hall</p> <p>Gudykunst, W. (2004) <i>Theorizing About Intercultural Communication</i>. Sage Publications</p> <p>Hofstede, Geert (1997) <i>Cultures and Organizations: Software of the Mind: Intercultural Cooperation and its Importance for Survival</i>. McGraw- Hill Education</p> <p>Hofstede, G. & Hofstede, J. (2005) <i>Cultures and Organizations:</i></p>

Software of the Mind: Intercultural Cooperation and its Importance for Survival. 2nd edition (revised and expanded). McGraw- Hill Education

Lustig, M.W & Koester, J. (1998) Intercultural Competence. Third edition . Addison Wesley Longman

Martin, J N and Nakayama, T K. (2006) Intercultural Communication in Contexts. McGraw-Hill

Martin, J N and Nakayama, T K. (2007) Experiencing Intercultural Communication: An Introduction. McGraw-Hill

Morrison, T.and Conaway, W. A. (2006) Kiss, Bow, or Shake Hands (The Bestselling Guide to Doing Business in More than 60 Countries) 2nd Edition. Adams Media

Sakwa, Richard and Stevens, Anne (2000) Contemporary Europe. Palgrave Macmillan

Schmidt. V., Conaway, R., Easton S, and Wardrop W.J. (2007) Communicating Globally: Intercultural Communication and International Business. Sage Publications

Ting-Toomey, S. and Chung, L.C (2004) Understanding Intercultural Communication. Oxford University Press, USA

European Commission Eurobarometer. URL: <http://europa.eu.int/comm/dg10/epo/>

European Union On Line. URL:<http://europa.eu/>

European Union at a Glance. URL: <http://europa.eu.int/abc-en.htm>

Recommended Reading:

Designated WWW links to intercultural journals and associations provided during the year

Selected sections and chapters from the following:

Axtell, R.(1997) Gestures: Do's and Taboos of Body Language Around the World. John Wiley & Sons

Bannon. G (Editor, Mattock, J. (Editor) (2003) Cross-Cultural Communication: The Essential Guide to International Business . Publisher: Stylus Publishing; 3rd edition

Beamer, L., Varner, V (2007) Intercultural Communication in the Global Workplace. McGraw-Hill

Communicaid Consultancy – Doing Business (index of countries) <http://www.communicaid.com/cross-cultural-training/culture-for-business-and-management/doing-business-in/index.php>

Fligstein, N. (2008) Euroclash: The EU, European Identity, and the Future of Europe. Oxford University

	<p>Press, USA</p> <p>Fuss, (2007) Negotiations With The Japanese. Overcoming Intercultural Communication Hurdles. BookSurge Publishing</p> <p>Gesteland, Richard R. (1999) Cross-Cultural Business Behaviour: Marketing, Negotiating and Managing Across Cultures. (2nd Ed) Copenhagen Business School Press.</p> <p>Gudykunst, W.B (2002) Communicating with Strangers. An Approach to Intercultural Communication. McGraw- Hill Education</p> <p>Gudykunst, W.B (2003) Cross-Cultural and Intercultural Communication. SAGE Publications</p> <p>Hall, Edward T. (1990) The Hidden Dimension. Anchor Books</p> <p>Hall, Edward T. (1988) Silent Language. Anchor Books</p> <p>Hall, Edward T. (1997) Beyond Culture. Anchor Books</p> <p>Hofstede, Geert. (2002) Exploring Culture. Nicholas Brealey Publishing- Intercultural Press</p> <p>Jandt, Fred E. (2001) Intercultural Communication: An Introduction. Third Edition. Sage Publications Ltd.</p> <p>Kidd, W. (2002) Culture and Identity. Palgrave</p> <p>Kohls, L. R.(1994) Developing Intercultural Awareness: A Cross-cultural training Handbook. 2nd Edition. Nicholas Brealey</p> <p>Lewis, R.D. (1999) Cross-cultural Communication: A Visual Approach. Transcreen Publications</p> <p>Lewis, RD (2001). When Cultures Collide-Leading, Teamworking and Managing Successfully Across Cultures. Nicholas Brealey.</p> <p>Morrison, T. and Conaway, W. A. (1997) The International Traveller's Guide to Doing Business in the European Union. New York: Macmillan Spectrum.</p> <p>O'Sullivan, T. et al (1994) Key Concepts in Communication and Cultural Studies (2nd Edition). Routledge</p> <p>Singer, M. Perception and Identity: Intercultural Communication. Nicholas Brealey</p> <p>Shankar, N. (2004) Intercultural Communication. Pearsons Professional Education</p> <p>Suder, G. (2007) Doing Business in Europe. Sage Publications</p> <p>Trompenaars, Fons and Hampden-Turner, Charles (1997) Riding the Waves of Culture: Understanding Cultural Diversity in Global Business. London: McGraw-Hill.</p> <p>Trompenaars, Fons and Hampden-Turner , Charles.(2000) Building Cross-Cultural Competence. John Wiley & Sons Ltd.</p>
<p>Planned learning activities and teaching methods</p>	<p>Lectures 15 hours</p> <p>Seminars 25 hours</p>

	Student Centred Learning 50 hours Total 90 hours
Assessment methods and criteria	-Group presentation and individual reflective report 2000 words 40% -Written coursework 3000 words 60%
Language of instruction	English
Work placements	n/a

Course unit title	International and Comparative HRM
Course unit code	BHL302
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Silvena Dencheva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Discuss the conceptual problems of both comparative and international analysis of organisational HR practices and national employment systems • Critically evaluate the convergence-divergence debate, identifying the main issues and theories relating to globalisation and the internationalisation of the firm. • Compare and contrast national employment systems in order to evaluate the HRM models, policies and procedures in different countries and cultural, institutional and legal constraints • Critically assess the importance of political ideology as an influence on government action, policies and legislation and examine the role of management, trade unions and the State from a comparative perspective. • Compare and contrast the different strategies and structures of multinational corporations including international management recruitment, training and reward strategies
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	HRM
Recommended optional	n/a

programme components	
Course contents	<ul style="list-style-type: none"> • Comparison of theoretical models of HRM, management styles, policies and practices • National systems of employee relations, employee participation and involvement • National policies on recruitment and selection, training and development, reward and remuneration • Comparative analysis from a cultural and institutional perspective • The internationalisation of the firm, multinational strategy and structure • Recruitment, selection and development of international managers and cross-cultural awareness • Flexibility and changes to labour markets, managing diversity • The International Labour Organisation, the relationship between labour standards and globalisation • Globalisation, convergence-divergence theories, analysis of changing global context
Recommended or required reading	<p>Required Reading</p> <p>Edwards, T. and Rees, C. (2006) International HRM: Globalisation, National Systems and Multinational Companies. London: Palgrave</p> <p>Recommended Reading</p> <p>Bamber, G. J and Lansbury, R. D. and Wailes, N. (Eds.) (2004) 4th Ed. International and Comparative Employment Relations and Globalisation and the Developed Market Economies, London: Sage</p> <p>Brewster, C., Sparrow, P. and Verna, (2007) 2nd. Ed. International HRM. London: CIPD</p> <p>Katz, H. and Darbyshire, O. (2000) Converging Divergences: Worldwide Changes in Employment Systems, New York and London: ILR Press</p> <p>Lucas, R., Lutpon., B., and Mathieson, H. (2006) HRM in an international context. London: CIPD</p> <p>Ozbilgin M, (2005) International HRM: Theory & Practice. New York: Palgrave</p> <p>Scullion H & Lineham M, (2005), International HRM: a critical text. London: Palgrave</p> <p>Journals</p> <p>International Journal of Human Resource Management</p>

	Human Resource Management Journal
	Useful Websites http://www.eurofound.europa.eu/ http://www.cipd.co.uk/research/_inthrm.htm http://www.ilo.org/global/lang--en/index.htm http://news.bbc.co.uk/1/hi/country_profiles/default.stm
Planned learning activities and teaching methods	Lectures 24 hours Seminars 24 hours Independent Study 152 hours Total 200 hours
Assessment methods and criteria	Comparative report 2,500 words 50% Case study 2,500 words 50%
Language of instruction	English
Work placements	n/a

Course unit title	International and Global Marketing
Course unit code	BSP304
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Stanislav Ivanov, Vesselin Blagoev
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Identify sources of information, methods of collection and analysis suitable for international and global marketing. • Compare and contrast international and global business environments. • Evaluate different international and global marketing strategies , planning and implementation. • Use the tools of analysis and decision-making in the preparation of marketing plans to real-world settings. • Construct a convincing and comprehensive strategic marketing plan with accompanying costs and schedules. • Identify and analyse ethical and environmental factors relating to international and global marketing.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-	Level 1 and 2 marketing modules

	Independent Study	152 hrs		
	Total	200hrs		
Assessment methods and criteria	Assignment	3000 words	50%	Feb
	Examination	3hours	50%	June
Language of instruction	English			
Work placements	n/a			

Course unit title	International Business and Cultural Diversity			
Course unit code	BLC304			
Type of course unit (compulsory, optional)	Optional			
Level of course unit (e.g. first, second or third)	First			
Year of study (if applicable)	Third year			
Semester/trimester when the course unit is delivered	Fifth and sixth semester			
Number of ECTS credits allocated	10.0 ECTS			
Name of lecturer(s)	Michael Minkov, Rumiana Kostadinova			
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Critically analyse the workings of different international social groups • Examine and analyse how different cultures affect one another • Evaluate and analyse the influence of different cultures on the organisation of business • Examine and analyse the impact of dominant cultures on emerging economies • Evaluate different cultural business practices 			
Mode of delivery (face-to-face, distance learning)	Face-to-face			
Prerequisites and co-requisites	Intercultural Awareness for Business or equivalent			
Recommended optional programme components	n/a			
Course contents	<ul style="list-style-type: none"> • Globalisation and cultural diversity: East West North and South • Cultural imperialism and ethnocentricity • The impact of culture (s) on business • The impact of business on cultures • Analysis of culturally related problems faced by business • Theoretical approaches to cultural differences • Effective strategies for the management of cultural 			

	differences
Recommended or required reading	<p>Required reading</p> <p>Selected sections and chapters from the following:</p> <p>Adler, Nancy (2001) International dimensions of organisational behaviour. Cincinnati. South Western College of Publishing</p> <p>Alred, G.M. Byram and M. Fleming (eds.) (2003) Intercultural experience and education. Cleveland: Multilingual Matters</p> <p>Becker, Kip (ed.) (1999) Culture and international business.</p> <p>Cohen, Raymond (1997) Negotiating across cultures: International communication in an Independent world. Washington D.C. United States Institute of Peace Press.</p> <p>Fisher, Glen (1997) Mindsets. The role of culture and perception in international relations. Nicholas Brealey</p> <p>Gibson, Robert (2000) Intercultural business communication. OUP</p> <p>Gorman, Jubri (1999) Women, culture and international relations</p> <p>Guiberneau, Montserrat (2001) governing European diversity</p> <p>Hofstede, Geert (1997) Cultures and Organisations. Software of the mind. McGraw-Hill Education</p> <p>Hofstede, Geert (2001) Culture's consequences - International differences in work related values. 2nd edition, Sage</p> <p>Hofstede, G. & Hofstede, J. (2005) 2nd edition. Cultures and Organisations Software of the mind – Revised and expanded. Mc Graw-Hill Education</p> <p>Lewis, Richard (1999) When cultures collide - Managing successfully across cultures. Nicholas Brealey</p> <p>Marx, Elisabeth (1999) Breaking through culture shock - What you need to succeed in international business, Nicholas Brealey</p> <p>Sakwa, Richard and Stevens, Anne (2000) Contemporary Europe</p> <p>Schneider, Susan C. and Jean-Louis Barsoux (1997) Managing across cultures. Pearson Education, Prentice Hall</p> <p>Trompenaars, F and Hampden Turner, C (2002) Riding the waves of culture - Understanding Cultural diversity in business. Nicholas Brealey</p> <p>Recommended reading</p> <p>Briel, H (2002) German Culture and Society: the essential</p>

	<p>glossary. Arnold Hayes, J. (2002) Interpersonal Skills at work. Routledge</p> <p>Jordan, B. (2002) Spanish Culture and Society: a Glossary.</p> <p>Arnold Kelly, Michael. (2001) French Culture and Society, the essential glossary. Arnold, London</p> <p>Kuisel, Richard F. (1997) Seducing the French, the Dilemma of Americanisation. University of California</p> <p>Robertson, C.J., The global dispersion of Chinese values: A three-country study of Confucian dynamism. Management International Review Q3, 2000.</p> <p>Rodgers, E (Editor) (2001) Encyclopaedia of Contemporary Spanish Culture. Routledge</p> <p>Ross, C. (2002) Contemporary Spain. Arnold Swanson. P. (2002) Latin American Studies.</p> <p>Arnold Thomas L. Friedman. (2000): The Lexus and the olive tree: understanding globalisation.</p> <p>Also recommended for selected articles: http://www.sococo.com The European Industrial Relations Observatory (EIRObserver): <http://www.eiro.eurofund.ie> Eurograduate <http://www.eurograduate.com/> Trompenaars Hampden Turner Intercultural Management Group <http://www.thtconsulting.com/index1.html></p> <p>Internet, Newspapers, Business Journals, On line databases</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>24 hours</td> </tr> <tr> <td>Seminars</td> <td>24 hours</td> </tr> <tr> <td>Independent Study</td> <td>152 hours</td> </tr> <tr> <td>Total</td> <td>200 hours</td> </tr> </table>	Lectures	24 hours	Seminars	24 hours	Independent Study	152 hours	Total	200 hours
Lectures	24 hours								
Seminars	24 hours								
Independent Study	152 hours								
Total	200 hours								
Assessment methods and criteria	<table> <tr> <td>Case Study</td> <td>2000</td> <td>50%</td> </tr> <tr> <td>Written coursework</td> <td>3000</td> <td>50%</td> </tr> </table>	Case Study	2000	50%	Written coursework	3000	50%		
Case Study	2000	50%							
Written coursework	3000	50%							
Language of instruction	English								
Work placements	n/a								

Course unit title	International Retail Management
Course unit code	BSP331
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year

Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	5.0 ECTS
Name of lecturer(s)	Ivelina Yoveva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Critically evaluate current developments and key issues concerning retail management in an international environment. • Evaluate the variety of motivations behind the increased internationalisation of the retail industry and the link to strategic direction. • Discuss the fast past of change and emergent technologies within an international environment, including complex communication policies.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Introduction to international retail management developing a historical background to the international retailing industry. UK prospective of trading partners/developments of international trading links. Strategic and planning for international retail management. • Development of international brands, the relationship / survival of SME's and smaller brands and how they might compete. • Development of internationalisation and variety of key legislation, including a holistic view of categories of retailing • Evaluation of various strategic retail market entry methods including the current developments of e-commerce which can reduce barriers to entry, but can also increase competitive forces within the retail segment. • National and international structures and infrastructures including research methodology for SME's and larger organisations • Analysis of the changing supply/demand chain and strategic development of key drivers for change including ethical and cultural issues relating to the retail industries current level of expansion.
Recommended or required reading	<p>Required Reading: Alexander, N and Doherty AM (2009) International Retailing Oxford University Press</p> <p>Recommended Reading: Leahy, T. Grete, B, Bruce, M and Moore C. Eds (2003)</p>

	<p>International Retail Marketing: A case study approach, Butterworth and Heinemann</p> <p>Hill, M (2008) International Business: Competing in the global marketplace, McGrawHill</p> <p>McDonald F and Burton, F (2002) International Business. Thomson</p> <p>Johnson, G and Scholes, K (2005) Exploring Corporate Strategy 7th edition, Prentice Hall</p> <p>Rugman, A and Hodgetts,R (2003) International Business. Prentice Hall</p> <p>Stanworth, J. and Hoy F Eds (2002) Franchising: An International Perspective, Routledge</p> <p>Journals: Retail Week International Retail Week</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>12 hours</td> </tr> <tr> <td>Seminars</td> <td>12 hours</td> </tr> <tr> <td>Independent Study</td> <td>76 hours</td> </tr> <tr> <td>Total</td> <td>100 hours</td> </tr> </table>	Lectures	12 hours	Seminars	12 hours	Independent Study	76 hours	Total	100 hours
Lectures	12 hours								
Seminars	12 hours								
Independent Study	76 hours								
Total	100 hours								
Assessment methods and criteria	Coursework- presentation and essay 3000 words 100% December or May								
Language of instruction	English								
Work placements	n/a								

Course unit title	Introduction to Accounting
Course unit code	BMS051
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	First year
Semester/trimester when the course unit is delivered	Second semester
Number of ECTS credits allocated	5.0 ECTS
Name of lecturer(s)	Ivelina Yoveva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Know and apply methods for double-entry accounting rule • Work out main financial statements – Balance Sheet, Income Statement, Cash Flow Statement • Work out bookkeeping in accounting • Work out financial result for a given accounting period

Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	Economics and Business Environment								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Introducing the world of accounting • Accounting in context /accounting as the basis for business decisions/ • Balance sheet • Income statement • Cash flow statement • Using accounts • The bookkeeping base of accounting 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Meigs, Walter, Accounting – the basis for business decisions, McGraw-Hill Book Company, current edition <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Sundem, Horngren, Elliott, Introduction to Financial Accounting, current edition 								
Planned learning activities and teaching methods	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Lectures</td> <td style="text-align: right;">15 hours</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">hours</td> </tr> <tr> <td>Student Centred Learning</td> <td style="text-align: right;">65 hours</td> </tr> <tr> <td>Total hours</td> <td style="text-align: right;">125 hours</td> </tr> </table>	Lectures	15 hours	Seminars	hours	Student Centred Learning	65 hours	Total hours	125 hours
Lectures	15 hours								
Seminars	hours								
Student Centred Learning	65 hours								
Total hours	125 hours								
Assessment methods and criteria	Written Examination 2 hours 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Introduction to Finance
Course unit code	BMS052
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	First year
Semester/trimester when the course unit is delivered	Second semester
Number of ECTS credits allocated	2.5 ECTS
Name of lecturer(s)	Stanislav Ivanov
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Know and apply methods for evaluating time value of money

	<ul style="list-style-type: none"> • Manage financially small enterprise by using available resources in an optimal way • Define the return on investments in long-term assets • Define the risk within financial investments • Be able to apply capital budgeting techniques • Be able to make basic financial analysis of a company 								
Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	Economics and Business Environment								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Introduction to finance • The financial system • Time value of money • Capital budgeting • Financial analysis • Loan amortization • Long-term financing • Short-term financing • Leasing 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Ross, S. A., R. W. Westerfield, J. Jaffe. Corporate finance. Irwin McGraw-Hill, 5th ed. • Petty, J. W., A. J. Keown, D. F. Scott, J. D. Martin. Basic financial management. Prentice Hall, current edition <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Pinches, G. E. (1990) Essentials of financial management. New York: HarperCollins Publishers 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>15 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>35 hours</td> </tr> <tr> <td>Total hours</td> <td>65 hours</td> </tr> </table>	Lectures	15 hours	Seminars	15 hours	Student Centred Learning	35 hours	Total hours	65 hours
Lectures	15 hours								
Seminars	15 hours								
Student Centred Learning	35 hours								
Total hours	65 hours								
Assessment methods and criteria	Written Examination 2 hours 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Investment Management
Course unit code	BAC305
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First

Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Stanislav Ivanov
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Appreciate the roles and origins of the global financial markets. 2. Appreciate the main investment theories 3. Assess the financial needs and decision making processes of investment orientated individuals 4. Assess the financial needs and decision making processes of large corporations 5. Understand the role and functions of fund managers 6. Understand the role of the taxation regime on investments 7. Understand the workings of the Regulatory Bodies Eg Financial Services Authority 8. Have an appreciation of the major issues in investment today
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Corporate Objectives and Management objectives • Corporate governance • Strategic planning and the finance function • Capital Market and their problems • Approaches to risk measurement and analysis • Risk and reward models • Portfolio theory • Capital structure models • Fundamental Analysis of Investments • Technical Analysis of Investments • Investment valuation techniques • Measuring Investment portfolios • Design Investment portfolios • Analysing Investment portfolios • Foreign Currency as an Investment vehicle • Foreign exchange risk management • Overseas capital investments
Recommended or required reading	Required Reading Investment Appraisal and Financial Decisions: 2003 Lummy and

	Jones (6th Edition)- Thompson Investment Management : 2003 Lofthouse- Wiley Recommended Essentials of Investments: 2002 Bodie, Kane and Marcus (2nd Edition)-Irwin Financial Times
Planned learning activities and teaching methods	Lectures 30 hours Seminars 15 hours Workshops 15 hours Independent Study 140 hours Total 200 hours
Assessment methods and criteria	Essay 3000 words 50% Exam 2 hours 50%
Language of instruction	English
Work placements	n/a

Course unit title	Knowledge Management
Course unit code	BHL310
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	5.0 ECTS
Name of lecturer(s)	Polina Mitkova
Learning outcomes of the course unit	1. Define and explain the concepts of knowledge, knowledge management and knowledge work 2. Understand the principal perspectives on knowledge management 3. Explain the differences between managing and nurturing knowledge 4. understand the relationship between knowledge management and organisational learning 5. Apply a range of appropriate skills, including: researching, analysing, and communicating verbally and in writing
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-	None

requisites	
Recommended programme components	n/a
Course contents	<ul style="list-style-type: none"> • The problematic nature of knowledge and the lack of any universal definition • The relationship between tacit and explicit knowledge • The principal perspectives on knowledge management: the objectivist and practice-based perspectives • Intellectual capital as a source of competitive advantage • The principal strategies for Knowledge management: managing or controlling, nurturing or cultivating, and a balanced approach • The implications of Knowledge management for employees (i.e. the concepts of knowledge work and knowledge workers) • Knowledge creation and knowledge sharing as the primary knowledge management processes • The role of social spaces in maximising knowledge creation and knowledge sharing • The relationship between and knowledge management and organisational learning
Recommended or required reading	<p>Required Reading:</p> <p>Hislop, D. (2009) Knowledge Management in Organisations: A critical Introduction (2nd Edition), Oxford: Oxford University Press.</p> <p>Recommended Reading:</p> <p>Alvesson, M. (2004) Knowledge Work and Knowledge-Intensive Firms, Oxford: Oxford University Press.</p> <p>Davenport , T. H. and Prusak, L. (2000) Working Knowledge: How organisations manage what they know, Boston, MA: Harvard Business School Press.</p> <p>Easterby-Smith, M. and Lyles, M. A. (eds.) (2005) Handbook of Organisational Learning and Knowledge management, Oxford: Blackwell.</p> <p>Mankin, D. P. (2009) Human Resource Development, Oxford: Oxford University Press.</p> <p>Mutch, A. (2008) Managing Information and Knowledge in Organisations, London: Routledge.</p> <p>Journals</p> <p>Journal of Knowledge Management</p> <p>Journal of Management Information Systems</p>

	Journal of Information Science Knowledge and Process Management Organisation Studies International Journal of Innovation and Learning
Planned learning activities and teaching methods	Lectures 12 hours Seminars 12 hours Independent Study 76 hours Total 100 hours
Assessment methods and criteria	Individual case study analysis and interview 1500 words plus ten minute interview 100% End of term
Language of instruction	English
Work placements	n/a

Course unit title	Leadership
Course unit code	BMS141
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	4.0 ECTS
Name of lecturer(s)	Silvena Dencheva, Polina Mitkova, Robert Stevenson
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Acquire basic knowledge, principles and approaches to leadership • Be able to identify and distinguish between different leadership styles • Be able to understand and develop leadership behavior • Know how to apply different leadership techniques in business • Be able to prepare and coordinate a project, predict or predetermine work situational factors
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Management Human Resource Management and Organisational Behaviour
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Introduction to Leadership • Power and Influence • Leadership Styles

	<ul style="list-style-type: none"> • Leadership Traits • Contingency, Path-goal and Attribution theory • Vroom and Yetton model • Situational Factors 								
Recommended or required reading	<p>Required Reading/Learning Materials Northhouse, P (2009) Leadership. Theory and practice. Sage</p> <p>Recommended Reading/Learning Materials Arnold, H. , Feldman, D. (Current Edition) Organizational Behavior , McGraw-Hill Book Company</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>35 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>100 hours</td> </tr> </table>	Lectures	15 hours	Seminars	35 hours	Student Centred Learning	50 hours	Total hours	100 hours
Lectures	15 hours								
Seminars	35 hours								
Student Centred Learning	50 hours								
Total hours	100 hours								
Assessment methods and criteria	<table> <tr> <td>Written Examination</td> <td>2 hours</td> <td>50%</td> </tr> <tr> <td>Course Project</td> <td>2000-2500 words</td> <td>50%</td> </tr> </table>	Written Examination	2 hours	50%	Course Project	2000-2500 words	50%		
Written Examination	2 hours	50%							
Course Project	2000-2500 words	50%							
Language of instruction	English								
Work placements	n/a								

Course unit title	Management of Information Technology
Course unit code	BMS142
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Vasil Donev
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Describe the main IT management frameworks and practices • Gain a fundamental understanding of service delivery and service support processes • Identify fundamental processes involved in IT service management • Integrate fundamental processes into your business IT services model • Learn to move the reactive relationship between IT and users to a proactive relationship • Implement basic IT governance principles and processes

	<ul style="list-style-type: none"> Organize and manage control and monitoring functions for IT 								
Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	Research and Statistics								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> Introduction to IT Governance, COBIT and ITIL COBIT, ITIL and related IT management frameworks COBIT and ITIL Process Descriptions Mapping COBIT to ITIL Processes IT Governance Implementation COBIT Plan and Organize process COBIT Acquire and Implement process COBIT Deliver and Support process COBIT Monitor and Evaluate process ITIL Configuration management process ITIL Service desk - handling calls, service desk options ITIL Incident management process ITIL Problem management process 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> Brady Orand; Foundations of IT Service Management: The Unofficial ITIL v3 Foundations Course in a Book (Paperback); BookSurge Publishing (February 26, 2009) IT Governance Institute; COBIT QuickStart, 2nd Edition (Paperback); IT Governance Institute; 2nd edition, October 8, 2007 <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> Inform-IT; Foundations of IT Service Management Based on ITIL® V3 (English version) (Paperback); Van Haren Publishing; 1st edition (September 24, 2007) Van Haren Publishing; IT Governance based on Cobit 4.1 - A Management Guide (ITSM Library) (Paperback); Van Haren Publishing; 3rd edition, December 18, 2007 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>25 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>90 hours</td> </tr> </table>	Lectures	15 hours	Seminars	25 hours	Student Centred Learning	50 hours	Total hours	90 hours
Lectures	15 hours								
Seminars	25 hours								
Student Centred Learning	50 hours								
Total hours	90 hours								
Assessment methods and criteria	Coursework and participation in managerial game 3000 words 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Management Resource Allocation Strategies
Course unit code	BCO313
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Emil Penchev, Vasil Donev
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Identify the constraints that resources place on management decision making. • Evaluate the role of timely and accurate information in decisions. • Critically evaluate the theories/practices of various budgetary controls. • Demonstrate familiarity with current database theories and models. • Evaluate a series of situations experienced by managers in order develop efficient data models • Critically assess the required information for strategic and operational decisions relating to data/information management. • Evaluate and apply data warehouse/OLAP solutions for given scenarios.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<p>Identify resources in various organisations. Information as a management tool. Data models for various situations that are currently experienced by managers. Current database software used in organisations, such as MS Access, SQL Server, and Oracle. Software identification and selection. Internet solutions encapsulating practical data management initiatives. Principles of Data Warehousing/OLAP solutions currently being used in industry.</p>

Recommended or required reading	<p>Required Reading:</p> <ul style="list-style-type: none"> • T Connolly, C Begg & R Holowczak- Business Database Systems, 2008, Addison-Wesley. <p>Recommended Reading:</p> <p>Hellerstein J,M & Stonebacker M, Readings in Database Systems, 2005, MIT Press.</p>										
Planned learning activities and teaching methods	<table> <tr> <td>Learning</td> <td>24 hours</td> </tr> <tr> <td>Tutorials</td> <td>24 hours</td> </tr> <tr> <td>Practical</td> <td>24 hours</td> </tr> <tr> <td>Independent Study</td> <td>128 hours</td> </tr> <tr> <td>Total hours</td> <td>200 hours</td> </tr> </table>	Learning	24 hours	Tutorials	24 hours	Practical	24 hours	Independent Study	128 hours	Total hours	200 hours
Learning	24 hours										
Tutorials	24 hours										
Practical	24 hours										
Independent Study	128 hours										
Total hours	200 hours										
Assessment methods and criteria	<table> <tr> <td>Portfolio of Work</td> <td>3000 words</td> <td>50%</td> </tr> <tr> <td>Assignment</td> <td>2 hours</td> <td>50%</td> </tr> </table>	Portfolio of Work	3000 words	50%	Assignment	2 hours	50%				
Portfolio of Work	3000 words	50%									
Assignment	2 hours	50%									
Language of instruction	English										
Work placements	n/a										

Course unit title	Management
Course unit code	BMS062
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	First year
Semester/trimester when the course unit is delivered	Second semester
Number of ECTS credits allocated	4.0 ECTS
Name of lecturer(s)	Silvena Dencheva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Set priority managerial goals • Prepare analysis for the environment • Formulate business strategies and mechanisms for their fulfillment • Be able to prepare an organizational structure of a company • Know about different management functions
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a

Course contents	<ul style="list-style-type: none"> • Business organization elements • Organizational structure • Managerial process in business organizations • Development of managerial thought • Making decisions within business organizations – models and methods • Essence of managerial functions • Planning • Organizing • Directing • Controlling • Organization culture 										
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Mullins, L. J. Management and Organisational behaviour. Financial Times, current edition • Robbins, S., D. DeCenzo. Fundamentals of management. Prentice Hall, current edition <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Griffin, R W. Management, Houghton Mifflin company, current edition 										
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>20 hours</td> </tr> <tr> <td>Seminars</td> <td>20 hours</td> </tr> <tr> <td>Consultations</td> <td>10 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>100 hours</td> </tr> </table>	Lectures	20 hours	Seminars	20 hours	Consultations	10 hours	Student Centred Learning	50 hours	Total hours	100 hours
Lectures	20 hours										
Seminars	20 hours										
Consultations	10 hours										
Student Centred Learning	50 hours										
Total hours	100 hours										
Assessment methods and criteria	<table> <tr> <td>Written Examination</td> <td>2 hours</td> <td>70%</td> </tr> <tr> <td>Course work</td> <td>1500-2000 words</td> <td>30%</td> </tr> </table>	Written Examination	2 hours	70%	Course work	1500-2000 words	30%				
Written Examination	2 hours	70%									
Course work	1500-2000 words	30%									
Language of instruction	English										
Work placements	n/a										

Course unit title	Managerial Accounting
Course unit code	BMS153
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Third semester
Number of ECTS credits allocated	2.0 ECTS
Name of lecturer(s)	Ivelina Yoveva
Learning outcomes of the	<ul style="list-style-type: none"> • Be able to define and apply knowledge regarding

course unit	variable and fixed costs <ul style="list-style-type: none"> • Be able to prepare budget financial statements • Be able to prepare schedule for CGM and CGS • Be able to define Break even quantities 						
Mode of delivery (face-to-face, distance learning)	Face-to-face						
Prerequisites and co-requisites	Accounting and Finance						
Recommended optional programme components	n/a						
Course contents	<ul style="list-style-type: none"> • Introduction in Managerial Accounting • Fixed and Variable Costs • Budgeting and main financial statements • Schedule for CGM • Schedule for CGS • Break even analysis quantities 						
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Horngren, C., G. Foster, S. Datar. Cost accounting – managerial emphasis. Prentice hall, current edition <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Garisson, R., E. Noreen (2000) Managerial Accounting. Irwin/McGraw-Hill 						
Planned learning activities and teaching methods	<table> <tr> <td>Lectures and seminars</td> <td>25 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>25 hours</td> </tr> <tr> <td>Total hours</td> <td>50 hours</td> </tr> </table>	Lectures and seminars	25 hours	Student Centred Learning	25 hours	Total hours	50 hours
Lectures and seminars	25 hours						
Student Centred Learning	25 hours						
Total hours	50 hours						
Assessment methods and criteria	Written Examination 2 hours 100%						
Language of instruction	English						
Work placements	n/a						

Course unit title	Managerial Competency
Course unit code	BMS142
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Dimitrina Kamenova

Learning outcomes of the course unit	<ul style="list-style-type: none"> • Acquire basic knowledge, principles and approaches to managerial competency • Be able to identify and analyze the core managerial competencies • Be able to understand self as a manager and others as employees • Be able to use participative decision making and manage conflict • Be able to prepare and coordinate a project, design work and manage across functions 								
Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	Management Human Resource Management and Organisational Behaviour								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Introduction to Managerial Competency • The Mentor and the Facilitator Roles • The Monitor and Coordinator Roles • The Director and Producer Roles • The Broker and Innovator Roles • Integration and the road to Mastery 								
Recommended or required reading	Required Reading/Learning Materials <ul style="list-style-type: none"> • Quinn, Robert (Current Edition) Becoming a Master Manager – A Competency Framework. John Wiley and Sons 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>25 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>90 hours</td> </tr> </table>	Lectures	15 hours	Seminars	25 hours	Student Centred Learning	50 hours	Total hours	90 hours
Lectures	15 hours								
Seminars	25 hours								
Student Centred Learning	50 hours								
Total hours	90 hours								
Assessment methods and criteria	Coursework and participation in managerial game 3000 words 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Managing Change in Theory and Practice
Course unit code	BSP306
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester

Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Silvena Dencheva, Robert Stevenson, Polina Mitkova
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Evaluate competing views on the nature of change • Distinguish between the management and leadership of change • Critically evaluate barriers to change and identify effective ways to overcome such barriers • Evaluate a range of strategies and methods to ensure that change is successfully implemented and durable • Identify appropriate tools and techniques to aid the planning, implementing and evaluating of change
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • The nature of change • The role of change management • Leadership and change management • Models of change: complexity, chaos and conversation • Recognising the need for change • Barriers to change • Overcoming the barriers to change • Implementing change: communication and motivation • Making change durable and monitoring and evaluating change initiatives • Gender and change • Cross-cultural aspects of organizational change • Change: tools and techniques
Recommended or required reading	<p>Required Reading:</p> <p>S Linstead, L Fulop and S Lilley (2009) Management and Organization: A Critical Text, Palgrave</p> <p>D Price (Ed) (2009) The Principles and Practice of Change Palgrave</p> <p>J Hayes (2007) The Theory and Practice of Change Management Palgrave</p> <p>Recommended Reading:</p> <p>M Green (2007) Change Management Masterclass: A Step-by-step Guide to Successful Change Management Kogan Page Ltd</p> <p>J P Kotter (1996) Leading Change Harvard Business School Press</p> <p>R Paton and J McCalman (2008) Change Management: A Guide to Effective Implementation Sage</p>

	D Herold (2008) Leading Change Management: Leadership Strategies That Really Work Kogan Page
Planned learning activities and teaching methods	Contact Time 48 hours Independent Study 152 hours Total 200 hours
Assessment methods and criteria	Essay 2500 25% Case Study 2500 25% Examination 3 hours 50%
Language of instruction	English
Work placements	n/a

Course unit title	Managing the Economy
Course unit code	BEC310
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Craig Webster
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Appraise the different theories of economic growth • Analyse the implications for economic growth of changes in a range of factors • Weigh up different policies to promote economic growth • Discuss and analyse business cycles • Evaluate short-run stabilization policies • Employ IS-LM analysis to evaluate government economic policy • Critically evaluate the use of fiscal and monetary policy in open economies
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	-
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Economic growth – classical and endogenous • The golden rule of capital accumulation • Population growth and technological progress as

	<p>precursors of economic growth</p> <ul style="list-style-type: none"> • Policies to promote growth • The analysis of the business cycle • Short-term stabilization policy • Analysis using the IS-LM model • The open-economy and its analysis • Different models of macroeconomic policy 									
Recommended or required reading	<p>Required Reading: Mankiw, N. G. (2003) Macroeconomics, Fifth Edition, Worth.</p> <p>Recommended Reading: Burda & Wyplosz, (2001) Macroeconomics – A European Text, Third Edition, Oxford University Press. Chamberlin, G. & Yueh, L, (2006) Macroeconomics, Thomson.</p> <p>Journals Journal of Macroeconomics, Elsevier Economic Journal, Wiley-Blackwell</p>									
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>24 hours</td> </tr> <tr> <td>Seminars</td> <td>24 hours</td> </tr> <tr> <td>Independent Study</td> <td>152 hours</td> </tr> <tr> <td>Total</td> <td>200 hours</td> </tr> </table>	Lectures	24 hours	Seminars	24 hours	Independent Study	152 hours	Total	200 hours	
Lectures	24 hours									
Seminars	24 hours									
Independent Study	152 hours									
Total	200 hours									
Assessment methods and criteria	<table> <tr> <td>Coursework</td> <td>1500 words or equivalent</td> <td>25%</td> </tr> <tr> <td>Coursework</td> <td>1500 words or equivalent</td> <td>25%</td> </tr> <tr> <td>Exam</td> <td>2 hours</td> <td>50%</td> </tr> </table>	Coursework	1500 words or equivalent	25%	Coursework	1500 words or equivalent	25%	Exam	2 hours	50%
Coursework	1500 words or equivalent	25%								
Coursework	1500 words or equivalent	25%								
Exam	2 hours	50%								
Language of instruction	English									
Work placements	n/a									

Course unit title	Marketing communications
Course unit code	BMS131
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Third semester
Number of ECTS credits allocated	4.0 ECTS
Name of lecturer(s)	Robert Stevenson
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Acquire basic knowledge, principles and approaches to marketing communications • Be able to analyze and make difference between the

	<p>elements of marketing communications</p> <ul style="list-style-type: none"> • Be able to integrate marketing communications elements • Be able to analyze the influence of marketing communications on sales • Be able to prepare a marketing communications campaign 								
Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	Economics and business environment Management Marketing and business communications								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Introduction in marketing communications • Advertising • Public relations • Personal selling • Direct marketing • Integrated marketing communications • Influence of marketing communications on sales • Marketing communications budgeting • Marketing communications campaign • Marketing communications and the Internet 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Smith Paul (2004) Marketing Communications – an integrated approach. Kogan Page Publisher • Kimmel, Allan (2005) Marketing Communications – new approaches, technologies and style. Oxford University Press. <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Pickton, D., A. Broderick (2005) Integrated marketing communications. Harlow: Prentice Hall, 2nd ed. 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>35 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>100 hours</td> </tr> </table>	Lectures	15 hours	Seminars	35 hours	Student Centred Learning	50 hours	Total hours	100 hours
Lectures	15 hours								
Seminars	35 hours								
Student Centred Learning	50 hours								
Total hours	100 hours								
Assessment methods and criteria	<table> <tr> <td>Written Examination</td> <td>2 hours</td> <td>50%</td> </tr> <tr> <td>Course Project</td> <td>2000-2500 words</td> <td>50%</td> </tr> </table>	Written Examination	2 hours	50%	Course Project	2000-2500 words	50%		
Written Examination	2 hours	50%							
Course Project	2000-2500 words	50%							
Language of instruction	English								
Work placements	n/a								

Course unit title	Marketing Plan and Report
Course unit code	BSP308
Type of course unit	Optional

(compulsory, optional)	
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	20.0 ECTS
Name of lecturer(s)	Vesselin Blagoev
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Identify a specific market opportunity or marketing issue and prepare and justify an appropriate project and research proposal • Prepare and adhere to a time-scaled project plan and its output milestones • Conduct both quantitative/qualitative and primary/secondary research as agreed within the project plan • Critically analyse the resultant data in order to draw conclusions and formulate recommendations • Apply appropriate marketing theories, models and techniques to prepare EITHER <ul style="list-style-type: none"> o a three-year marketing plan which specifies the target market segment, sets marketing strategies, penetration objectives, sales targets and expenditure budgets and defines a control methodology o OR.... a project report which defines and analyses an agreed marketing issue, draws appropriate conclusions, formulates and justifies reasoned recommendations • Communicate and justify their findings and recommendations both within a business report/plan and an oral presentation
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Academic Skills for Business and Marketing Research
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • In discussion with the supervisor/client, identify a suitable market opportunity or issue for investigation • Prepare an outline proposal with specified quantitative/qualitative and primary/secondary research methods to present, justify, negotiate and agree with the supervisor/client • It is anticipated that most projects/plans will be carried out in four main phases: <ol style="list-style-type: none"> 1. Project plan – prepare a project plan with agreed overall aims and milestone objectives, time-scaled work plan, definition

	<p>of required resources and consideration of ethical implications</p> <ol style="list-style-type: none"> 2. Research- conduct quantitative/qualitative and primary/secondary research as agreed within the plan 3. Research analysis and conclusions – prepare an interim report which sets out and discusses the research findings and draws appropriate recommendations 4. Syntheses – based on the research findings and the utilisation of appropriate marketing theories, models and techniques, develop appropriate marketing strategies and/or solutions <ul style="list-style-type: none"> • Recommendations- within a marketing plan or project report and presentation, present and justify the plan or recommendations to the supervisor/client 									
<p>Recommended or required reading</p>	<p>Blythe J, 2009, Principles & Practice of Marketing 2e, Cengage Learning (Biz-Ed) Curwin J, 2000, Quantitative Methods for Business Decisions 6e, Cengage Learning (Biz-Ed) Jankowicz D, 2004, Business Research Projects 4e, Cengage Learning (Biz-Ed) Kent R, 2007, Marketing Research 1e Approaches, Methods and Applications in Europe, Cengage Learning (Biz-Ed) Lee-Davies L, 2007, Developing Work and Study Skills 1e, Cengage Learning (Biz-Ed) McDonald, M, 2002, Marketing Plans 6e, Butterworth Heinemann, Oxford (e-book) Needle D, 2004, Business in Context 4e An Introduction to Business and its Environment, Cengage Learning (Biz-Ed) Thompson J, Frank M, 2005, Strategic Management 5e Awareness, Analysis and Change, Cengage Learning (Biz-Ed) Wilson A, 2006 , Marketing Research: an integrated approach 2e, Pearson, Harlow (e-book) Wilson, R, Gilligan, C, 2009, Strategic Marketing Management: Planning, Implementation and Control, 4e, London, Elsevier (e-book)</p> <p>Additional reading: Specialist texts as relevant</p> <p>Journals Specialist Journals as relevant</p>									
<p>Planned learning activities and teaching methods</p>	<p>Independent Study 375 hours supported by individual tutors 25 hours Methodology and support workshops</p>									
<p>Assessment methods and criteria</p>	<table border="0"> <tr> <td>Project plan</td> <td>2000 words</td> <td>20%</td> </tr> <tr> <td>Presentation</td> <td>2,000 words equivalent</td> <td>20%</td> </tr> <tr> <td>Report</td> <td>6,000 words</td> <td>60%</td> </tr> </table>	Project plan	2000 words	20%	Presentation	2,000 words equivalent	20%	Report	6,000 words	60%
Project plan	2000 words	20%								
Presentation	2,000 words equivalent	20%								
Report	6,000 words	60%								

Language of instruction	English
Work placements	n/a

Course unit title	Marketing research
Course unit code	BMS132
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Third semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Rumiana Konstantinova
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Be able to use methods for market research, for collecting information • Be able to conduct market research • Prepared a survey questionnaire • Analyse data with SPSS • Draw marketing conclusions on the basis of gathered information
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Economics and business environment Marketing and business communications Research and statistics
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Introduction in Marketing Research • Methods for collecting information • Questionnaire design • Methods for analyzing information • Use of SPSS for analysis • Methods for conducting research • Types of marketing researches • Decision making based on the marketing researches
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Churchill, G, (1999) Marketing Research. Dryden Press <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Wrenn, B. (2001) Marketing Research: Text and Cases. The Haworth Press

Planned learning activities and teaching methods	Lectures Seminars Student Centred Learning Total hours	10 hours 30 hours 50 hours 90 hours
Assessment methods and criteria	Course Project 3000 words	100%
Language of instruction	English	
Work placements	n/a	

Course unit title	Modern Foreign Language, Culture and Society	
Course unit code	BLC301	
Type of course unit (compulsory, optional)	Optional	
Level of course unit (e.g. first, second or third)	First	
Year of study (if applicable)	Third year	
Semester/trimester when the course unit is delivered	Fifth and sixth semester	
Number of ECTS credits allocated	10.0 ECTS	
Name of lecturer(s)	Miglena Staneva, Kaloyan Kostadinov, Maya Dafinova	
Learning outcomes of the course unit	<ul style="list-style-type: none"> • achieve increasing language proficiency to convey information and express personal views competently and confidently in the foreign language on a wide range of subject areas • synthesize and present both orally and in writing information drawn from a variety of sources • develop an increased knowledge and critical awareness of cultural aspects of the foreign country • comment in an informed way on culturally specific issues, drawing comparisons between their home country and the country of the language studied 	
Mode of delivery (face-to-face, distance learning)	Face-to-face	
Prerequisites and co-requisites	English/German/French/Spanish modules in Year 1 and 2	
Recommended optional programme components	n/a	
Course contents	Students will practice eliciting and synthesizing information from a variety of documents in the foreign language, thus acquiring the language that will enable them to express informed opinions on a range of topics such as modern lifestyles, urban living and the environment, attitudes to travel and tourism,	

	working conditions and career prospects.
Recommended or required reading	<p>French</p> <p>Required reading</p> <p>Materials relevant to the topics addressed in class are posted on Blackboard on a weekly basis.</p> <p>Recommended reading</p> <p>Carter, J. et Janetta,J., (2003) Nouvelles Perspectives: Repères. Hodder & Stoughton</p> <p>Roesch, R. et Rolle-Harold, R., (2001) La France au Quotidien. Presse Universitaire de Grenoble</p> <p>L'Etudiant (monthly periodical relating to Higher Education and employment prospects).</p> <p>Marriott, T., et Ribière,M., (1997) Help yourself to Essential French Grammar. Longman Marriott, T., (1999) Help Yourself to Advanced French Grammar, Longman</p> <p>Collins French Dictionary (Latest edition)</p> <p>The Oxford-Hachette French Dictionary (Latest edition)</p> <p>Designated websites.</p> <p>Spanish</p> <p>Required reading</p> <p>Materials relevant to the topics addressed in class are posted on Blackboard on a weekly basis.</p> <p>Recommended reading</p> <p>Huriz, F.J., Harling, B. , (2000) En el Mundo Hispánico. Chancerel.</p> <p>Pareja, M.J. (2007) Temas de empresa/ Company Issues: Manual para la preparación del certificado superior del Español de los negocios/ Preparation Manual of the Higher Spanish Certificate in Business</p> <p>Martin Garcia, (2001) Gramática Y Léxico Del Español: Niveles Avanzado-superior (Material Complementario)</p> <p>El Mundo (daily paper)</p> <p>El País (daily paper)</p> <p>Gaceta Universitaria (http://gacetauniversitaria.es/)</p> <p>Universia (http://www.universia.net/#noticias)</p> <p>Kattan-Ibarra, J. (1995) Spanish Grammar Teach Yourself Books.</p> <p>Collins Spanish Dictionary (Latest edition)</p> <p>The Oxford Spanish Dictionary (Latest edition)</p> <p>Designated websites</p> <p>German</p> <p>Required reading</p>

	<p>Materials relevant to the topics addressed in class are posted on Blackboard on a weekly basis.</p> <p>Recommended reading Webster.P, (2004) The German Handbook, second edition. CUP Durrell,M., (1994) Using German, a guide to contemporary usage. CUP McNeill, J., Ram Prasad, J., Williams, S, (2000) NEUE AUSSICHTEN: Etappen. Hodder & Stoughton Kohl, J., McNeill, J., Williams, S., (2001) NEUE AUSSICHTEN: Ziele. Hodder & Stoughton Dallapiazza, R.-M., von Jan (et al.), (2000/January 2002), TANGRAM. Deutsch als Fremdsprache. Lehr- und Arbeitsbuch vol.2A/2B Kurs- und Arbeitsbuch. Hueber Collins German Dictionary . Collins London and Glasgow. The Oxford Duden German Dictionary. Clarendon Press Oxford Designated websites.</p>				
Planned learning activities and teaching methods	72 hours of workshops 128 hours of Independent Study 200 hours total				
Assessment methods and criteria	<table> <tr> <td>Coursework</td> <td>50%</td> </tr> <tr> <td>Examination</td> <td>50%</td> </tr> </table>	Coursework	50%	Examination	50%
Coursework	50%				
Examination	50%				
Language of instruction	English				
Work placements	n/a				

Course unit title	Organizational Behaviour
Course unit code	BMS101
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Third semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Silvena Dencheva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Apply their knowledge for organizational behavior in class • Be able to prepare and present their skills in class • Be able to make difference between individual behavior and organizational behaviour

	<ul style="list-style-type: none"> • Be able to work more effectively in groups • Learn how to manage time • Know how to manage conflicts in organisations 								
Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	Economics and Business environment Introduction to management and tourism								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Organizational behavior as science • Essence and roots of organizations • Individual and organizational behavior • Solving problems and decision making • Individual human characteristics and people's labor behavior • Personal characteristics. Behavioral theory for the personality • Phenomenological and psychoanalytical theories • Types of organizations and their features • Communications in organizations • Organization culture • Organization alteration and development. Time management • Conflict management in organizations • Negotiations • Inter-group relations 								
Recommended or required reading	Required Reading/Learning Materials <ul style="list-style-type: none"> • Kreitner, R., A. Kinicki (2001) Organisational behaviour. McGraw-Hill • George, J., G. Jones (1996) Understanding and managing organizational behaviour. Addison Wesley 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>20 hours</td> </tr> <tr> <td>Seminars</td> <td>20 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>90 hours</td> </tr> </table>	Lectures	20 hours	Seminars	20 hours	Student Centred Learning	50 hours	Total hours	90 hours
Lectures	20 hours								
Seminars	20 hours								
Student Centred Learning	50 hours								
Total hours	90 hours								
Assessment methods and criteria	Written Examination 2 hours 50% Course work 1500 words 50%								
Language of instruction	English								
Work placements	n/a								

Course unit title	People, Organisations and Society
Course unit code	BHL311
Type of course unit (compulsory, optional)	Optional

Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	5.0 ECTS
Name of lecturer(s)	Michael Minkov
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Understand the complex nature of the relationship between the individual, society and organisations. • Appreciate the complexities of human behaviour in group situations. • Evaluate the various functions of organisations and work in our society. • Apply the various theories of work and organisations to real world settings. • Understand the importance of work and organisations to people, and to society.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	HRM
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Conformity and obedience • Cognitive dissonance • Relative deprivation • Deviance • Anomie • Alienation • Control • Power and politics • Gender issues • Emotion work • Knowledge and Power • Leisure and the future of work
Recommended or required reading	<p>Required Reading</p> <p>Aronson, E (2003) <i>The Social Animal</i> (Worth)</p> <p>Noon, M and Blyton, P (2002) <i>The Realities of Work</i> (Macmillan)</p> <p>Watson, T J (2008) <i>Organising and Managing Work</i> (FT/Prentice Hall)</p> <p>Recommended Reading</p> <p>Gross, R (1997) <i>Psychology</i> (H&S)</p> <p>Linstead, S et al. (2004) <i>Management and Organization: a</i></p>

	critical text (Palgrave) Wade, C and Tavris, C (1998) Psychology (Harper Collins)
	Students are also encouraged to make selective use of internet sites and quality newspapers and Journals
Planned learning activities and teaching methods	Lectures 24 hours Seminars 24 hours Independent Study 152 hours Total 200 hours
Assessment methods and criteria	Examination 2 hours 100%
Language of instruction	English
Work placements	n/a

Course unit title	Pounds, Dollars and Yen
Course unit code	BEC312
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Stanislav Ivanov
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Outline the meaning and purpose of money • Discuss and analyse the transmission mechanism of monetary policy • Critically evaluate the role of central banks and commercial banks • Discuss different theories of money supply and demand • Discuss the advantages and disadvantages of monetary integration and different exchange rate regimes
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Economics
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • The meaning of money • The role of money • The money supply process

	<ul style="list-style-type: none"> • The demand for money • Money supply and control • The transmission mechanism of monetary policy • International issues in policymaking • The design of monetary policy • The monetary authorities and financial markets • International comparison of monetary policy 									
Recommended or required reading	<p>Required Reading Bain, Keith and Howells, Peter (2009) Monetary Economics – Policy and its theoretical basis, 2nd Edition, Palgrave Macmillan.</p> <p>Recommended Reading Mishkin, Frederic (2006) Economics of Money, Banking and Financial Markets, 8th Edition, Addison-Wesley. Mankiw, Gregory N. (2007), Macroeconomics, 6th Edition, Worth Publishers</p> <p>Journals Journal of Macroeconomics, Elsevier Economic Journal, Wiley-Blackwell</p>									
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>24 hours</td> </tr> <tr> <td>Seminars</td> <td>24 hours</td> </tr> <tr> <td>Independent Study</td> <td>152 hours</td> </tr> <tr> <td>Total</td> <td>200 hours</td> </tr> </table>	Lectures	24 hours	Seminars	24 hours	Independent Study	152 hours	Total	200 hours	
Lectures	24 hours									
Seminars	24 hours									
Independent Study	152 hours									
Total	200 hours									
Assessment methods and criteria	<table> <tr> <td>Coursework</td> <td>1500 words</td> <td>25 %</td> </tr> <tr> <td>Coursework</td> <td>1500 words</td> <td>25 %</td> </tr> <tr> <td>Exam</td> <td>2 hours</td> <td>50 %</td> </tr> </table>	Coursework	1500 words	25 %	Coursework	1500 words	25 %	Exam	2 hours	50 %
Coursework	1500 words	25 %								
Coursework	1500 words	25 %								
Exam	2 hours	50 %								
Language of instruction	English									
Work placements	n/a									

Course unit title	Principles of marketing
Course unit code	BMS031
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	First year
Semester/trimester when the course unit is delivered	First semester
Number of ECTS credits allocated	5.0 ECTS
Name of lecturer(s)	Vesselin Blagoev

Learning outcomes of the course unit	<ul style="list-style-type: none"> • Be able to analyse the marketing environment of a company • Be able to analyse the strengths and weaknesses of a company • Know about the way consumers think and make decisions • Be able to identify profitable market segments • Be able to develop successful consumer products • Know about the different pricing approaches • Be able to identify potential distribution channels for specific products • Be able to develop a marketing plan for a small company • Know about the available options to promote the product
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Introduction to marketing • Role of marketing in strategic planning • The marketing environment of the company • Consumer behaviour • Business buyer behaviour • Marketing information system • Marketing research • Market segmentation, targeting and positioning • Product • Pricing the product • Distributing the product • Integrated marketing communications • Marketing plan • Relationship marketing
Recommended or required reading	Required Reading/Learning Materials <ul style="list-style-type: none"> • Kotler, P., G. Armstrong, J. Saunders, V. Wong (2002) Principles of marketing. Harlow: Prentice Hall Recommended Reading/Learning Materials <ul style="list-style-type: none"> • Lovelock, C. H., J. Wirtz (2004) Services marketing: people, technology, strategy. Harlow: Pearson Prentice Hall • Lovelock, C. H. (2002) Principles of service marketing and management. Harlow: Prentice Hall • Wood, M. B. (2004) Marketing planning. Principles into practice. Harlow: Pearson Education • Nagle, T. T., J. E. Hogan (2006) The strategy and tactics

	of pricing. A guide to growing more profitably. Upper Saddle River: Pearson Education		
Planned learning activities and teaching methods	Lectures	20 hours	
	Seminars	40 hours	
	Student Centred Learning	65 hours	
	Total hours	125 hours	
Assessment methods and criteria	Coursework with PowerPoint presentation	2500 words	40%
	Written test during the module	1 hour	25%
	Written examination	2 hours	35%
Language of instruction	English		
Work placements	n/a		

Course unit title	Project management		
Course unit code	BMS152		
Type of course unit (compulsory, optional)	Optional		
Level of course unit (e.g. first, second or third)	First		
Year of study (if applicable)	Second year		
Semester/trimester when the course unit is delivered	Third semester		
Number of ECTS credits allocated	2.0 ECTS		
Name of lecturer(s)	Robert Stevenson		
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Selection of business project • Evaluation of the new product or service • Analysis of the business environment • Analysis of the available resources • Analysis of the institutions • Creating a project plan. Operational project plans. • Managing the project • Closing the project 		
Mode of delivery (face-to-face, distance learning)	Face-to-face		
Prerequisites and co-requisites	Economics and business environment Marketing and business communications Management		
Recommended optional programme components	n/a		
Course contents	<ul style="list-style-type: none"> • Define the characteristics of a project • Roles and responsibilities of project team members 		

	<ul style="list-style-type: none"> • Statement of work • Work breakdown structure • Task-flow network • Gantt charts 								
Recommended or required reading	Required Reading/Learning Materials <ul style="list-style-type: none"> • Meredith, J. R., S. J. Mantel (2008) Project management: A managerial approach. Wiley 								
Planned learning activities and teaching methods	<table> <tr> <td>Seminars</td> <td>15 hours</td> </tr> <tr> <td>Consultations</td> <td>10 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>25 hours</td> </tr> <tr> <td>Total hours</td> <td>50 hours</td> </tr> </table>	Seminars	15 hours	Consultations	10 hours	Student Centred Learning	25 hours	Total hours	50 hours
Seminars	15 hours								
Consultations	10 hours								
Student Centred Learning	25 hours								
Total hours	50 hours								
Assessment methods and criteria	Coursework (preparation of a project for EU programmes) 2000 words 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Relationship marketing
Course unit code	BMS122
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	2.0 ECTS
Name of lecturer(s)	Ivelina Yoveva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Assess the concepts of relationship marketing, direct and database marketing on Internet • Learn the influence of Internet on customer relationships • Learn the stages and techniques to support the dialogue with customers • Methods of acquiring and retaining customers in the context of Internet marketing
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Marketing and Business communications Marketing communications and Marketing research
Recommended optional programme components	n/a

Course contents	<ul style="list-style-type: none"> • Push and pull approach in Internet • Customer lifecycle • Customer acquisition • Customer retaining • Customer loyalty • Permission marketing 						
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ol style="list-style-type: none"> 1. Godin, S. (2001) Permission marketing. Prentice Hall 2. Chaffey, D., R. Mayer, K. Johnston, F. Ellis-Chadwick (2003) Internet marketing: Strategy, implementation and practice. Financial Times/ Prentice Hall 						
Planned learning activities and teaching methods	<table> <tr> <td>Contact hours</td> <td>25 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>25 hours</td> </tr> <tr> <td>Total hours</td> <td>50 hours</td> </tr> </table>	Contact hours	25 hours	Student Centred Learning	25 hours	Total hours	50 hours
Contact hours	25 hours						
Student Centred Learning	25 hours						
Total hours	50 hours						
Assessment methods and criteria	Coursework 2000 words 100%						
Language of instruction	English						
Work placements	n/a						
Course unit title	Research and Statistics						
Course unit code	BMS041						
Type of course unit (compulsory, optional)	Compulsory						
Level of course unit (e.g. first, second or third)	First						
Year of study (if applicable)	First year						
Semester/trimester when the course unit is delivered	Second semester						
Number of ECTS credits allocated	4.5 ECTS						
Name of lecturer(s)	Emil Penchev, Stanislav Ivanov						
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Apply different methods for collection, organizing and analysis of information. • Use the methods for hypotheses testing, types of statistical relations • Use the methods for statistical interpretations • Use software products as Microsoft Excel and SPSS 						
Mode of delivery (face-to-face, distance learning)	Face-to-face						
Prerequisites and co-requisites	None						
Recommended optional programme components	n/a						

Course contents	<ul style="list-style-type: none"> • Research process and methods for information collection • Types of research methods • Statistical variation, normal distribution • Statistical relations • Hypotheses testing • Introduction to Microsoft Excel • Introduction to SPSS 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Gudjarati, Damodar, (1992) Essentials of Econometrics. New York: McGraw – Hill International Editions • Levin, Richard (1991) Statistics for Management. New Jersey: Prentice - Hall <p>Recommended Reading/Learning Materials</p> <ul style="list-style-type: none"> • Saunders, Mark & others, (2000) Research Methods for Business Students. Prentice Hall 2nd edition 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>20 hours</td> </tr> <tr> <td>Seminars</td> <td>30 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>65 hours</td> </tr> <tr> <td>Total hours</td> <td>115 hours</td> </tr> </table>	Lectures	20 hours	Seminars	30 hours	Student Centred Learning	65 hours	Total hours	115 hours
Lectures	20 hours								
Seminars	30 hours								
Student Centred Learning	65 hours								
Total hours	115 hours								
Assessment methods and criteria	<p>Written Examination 2 hours 70%</p> <p>Coursework 1500 words 30%</p>								
Language of instruction	English								
Work placements	n/a								

Course unit title	Retail Operations Management
Course unit code	BMS141
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	4.0 ECTS
Name of lecturer(s)	Ivelina Yoveva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Evaluate the scope of retail operations management • Analyse the key elements of a successful retail operation e.g. service, sales targets, motivational processes. • Evaluate the effects of environmental and ethical issues.
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-	None

requisites									
Recommended programme components	n/a								
Course contents	<ul style="list-style-type: none"> • Operations blueprint including discussion of store format, size and space allocation • Store maintenance and overall development of the retail environment. • Levels of employee empowerment, knowledge management and levels of training required. • E-commerce operations, differences in organisations • Financial / services planning and business requirements e.g. credit. • Ethical issues / social responsibility of businesses 								
Recommended or required reading	<p>Required:</p> <p>Slack, N. Chambers, S. and Johnston R. (2001) Operations Management 3/e, Prentice Hall</p> <p>Recommended:</p> <p>Banarse, S. (2007) The exceptional Retail Manager Authorhouse Berman, B. and Evans, J. (2000) Retail Management: a Strategic Approach Prentice Hall Casey, R. (2007) Applied Retailing McGraw Hill Handfield, Robert (2005) Operations Management Pearson Ishikawa, Akira and Nejo Tai (2002) The secret of 7-Eleven Japan; Discovering the secrets of the best run convenience chain. World Scientific Publishing. McGoldrick, P (2002) Retail Marketing 2/e, McGraw Hill Oldfield, B. (2000) Contemporary Cases in Retail Operations. Palgrave Sullivan, M (2002) Retail Marketing Thompson Learning Reynolds, J and Cuthbertson C (2003) Retail Strategy: The view from the bridge, Butterworth Heinemann</p> <p>Journals UK Retail Report Retail Weekly Journal of Retailing</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>35 hours</td> </tr> <tr> <td>Independent Study</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>100 hours</td> </tr> </table>	Lectures	15 hours	Seminars	35 hours	Independent Study	50 hours	Total hours	100 hours
Lectures	15 hours								
Seminars	35 hours								
Independent Study	50 hours								
Total hours	100 hours								
Assessment methods and criteria	Coursework with PowerPoint presentation and defence 4000 words 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Revenue management						
Course unit code	BMS123						
Type of course unit (compulsory, optional)	Optional						
Level of course unit (e.g. first, second or third)	First						
Year of study (if applicable)	Second year						
Semester/trimester when the course unit is delivered	Fourth semester						
Number of ECTS credits allocated	2.0 ECTS						
Name of lecturer(s)	Stanislav Ivanov						
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Be familiar with the revenue management concepts • Be able to identify the proper levels of overbookings • Be able to properly segment the market in order to apply revenue management techniques • Be able to set proper price levels 						
Mode of delivery (face-to-face, distance learning)	Face-to-face						
Prerequisites and co-requisites	Marketing and Business communications Marketing communications and Marketing research						
Recommended optional programme components	n/a						
Course contents	<ul style="list-style-type: none"> • Introduction to the theory of revenue management • Market segmentation • Demand forecasting • Overbookings • Price levels and price constraints • Airline revenue management • Hotel revenue management • Restaurant revenue management • Social and legal aspects of the revenue management 						
Recommended or required reading	Required Reading/Learning Materials <ul style="list-style-type: none"> • Ian Yeoman & Una McMahon-Beattie (2007) Revenue management and pricing. Thomson • Ng Irene CL (2007) The Pricing and Revenue Management of Services: A Strategic Approach. Routledge • Talluri, K. T., G. J. van Ryzin (2005) The Theory and Practice of Revenue Management. Springer 						
Planned learning activities and teaching methods	<table style="width: 100%; border: none;"> <tr> <td>Contact hours</td> <td style="text-align: right;">25 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td style="text-align: right;">25 hours</td> </tr> <tr> <td>Total hours</td> <td style="text-align: right;">50 hours</td> </tr> </table>	Contact hours	25 hours	Student Centred Learning	25 hours	Total hours	50 hours
Contact hours	25 hours						
Student Centred Learning	25 hours						
Total hours	50 hours						
Assessment methods and criteria	Coursework 2000 words 100%						

Language of instruction	English
Work placements	n/a

Course unit title	Risk Management
Course unit code	IBM142
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Stanislav Ivanov
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Measure Net Present Value of a project • Measure the risk adjusted return on capital • Measure how insurance mitigates risk • Decide whether to invest in a certain project • Find the present value of common stocks • Estimate parameters in the dividend-discount model • Apply the payback period rule • Apply the internal rate of return approach • Perform break-even analysis
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Economics and Business Environment Accounting and Finance
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Key elements of risk management • The steps in risk assessment and rating • The techniques of monitoring and mitigation of risk • Credit portfolio risk management • Capital Budgeting and risk • Alternative investment rules • Capital market theory • Return and risk • Arbitrage pricing theory • Risk, return and capital budgeting • Corporate financing decisions and risk • Long-term financing and risk

Recommended or required reading	Required Reading/Learning Materials <ul style="list-style-type: none"> Doherty, N. (2000). Integrated Risk Management. McGraw-Hill. 								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>25 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>90 hours</td> </tr> </table>	Lectures	15 hours	Seminars	25 hours	Student Centred Learning	50 hours	Total hours	90 hours
Lectures	15 hours								
Seminars	25 hours								
Student Centred Learning	50 hours								
Total hours	90 hours								
Assessment methods and criteria	Coursework 3000 words 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Services marketing
Course unit code	BMS122
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Ivelina Yoveva
Learning outcomes of the course unit	<ul style="list-style-type: none"> Define the nature and main features of tangible products and services Apply their knowledge for marketing of services Use different techniques and methods for creating services value Define which factors influence on creating services value
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Marketing research and Marketing communication Marketing and business communications
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> Managing the service process by the service value chain Value creation by services marketing The customer interaction process Defining the benefit part of service value Defining the cost part of service value Delivering service value

	<ul style="list-style-type: none"> Communicating service value Managing employees, tangibles and technology for service value Service capacity management Services marketing and the markets 								
Recommended or required reading	Required Reading/Learning Materials <ul style="list-style-type: none"> Bruhn M., Services Marketing: managing the service value chain, Pearson Education, current edition Lovelock C., Services Marketing, Prentice Hall, current edition 								
Planned learning activities and teaching methods	<table> <tr> <td>Learning</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>25 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>90 hours</td> </tr> </table>	Learning	15 hours	Seminars	25 hours	Student Centred Learning	50 hours	Total hours	90 hours
Learning	15 hours								
Seminars	25 hours								
Student Centred Learning	50 hours								
Total hours	90 hours								
Assessment methods and criteria	Course work 3000 words 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Strategic Brand Management
Course unit code	BSP330
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Vesselin Blagoev, Ivelina Yoveva, Elena Zheynova
Learning outcomes of the course unit	<ul style="list-style-type: none"> Evaluate corporate and product branding as a marketing tool in order to build competitive advantage in a variety of market and business contexts. Analyse corporate and product brand attributes, including image, personality and so on, using a variety of tools and models. Identify how integrated marketing communications methods and techniques can be used to project and build corporate and product brand values, position and image. Understand the concept and importance of corporate and product brand equity from both financial and non-financial perspectives.

Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Introduction to branding- definition of C&P brands and their historical development. • Theoretical models of C&P brands, hierarchies and strategies. • How strong C&P brands create and maintain corporate advantage in the marketplace. • Benefits and disbenefits of branding to the organisation, retailers and consumers. • Models and techniques to analyse both financial and non-financial brand equity. • The role of brands in consumer and B2B purchasing decisions. • Models and tools to analyse and build C&P brand elements (identity, values etc). • Managing, planning and evaluating the brand and product portfolio. • Brand extension and stretching, including licensing and franchising.. • Managing brands over time, markets and segments. • Managing global brands over geographic boundaries and cultures. • The growth of retailers' own label and private vs manufacturers brands. • Branding in context: eg: e-commerce/internet; not for profit; business to business. • The role of brand elements, including brand names, logos, slogans, graphics, imagery, sound etc in developing and projecting C&P brands. • Use of an integrated marketing communications strategy to build and support C&P brands. • Legislation and intellectual property – counterfeits, registration, copy-cattng, grey imports etc.
Recommended or required reading	<p>Required Reading</p> <p>Keller K, 2008, Strategic Brand Management:; A European Perspective, Prentice Hall,</p> <p>Kapferer J, 2004, The New Strategic Brand Management : Creating and Sustaining Brand Equity Long Term, 3/E:, Kogan Page (e-book)</p> <p>Recommended Reading</p>

	<p>Aaker D, 1996, Building Strong Brands: NY Free Press, not in print</p> <p>Aaker D, Joachimsthaler E, 2001, Brand Leadership: Free Press (e-book)</p> <p>Aaker D, 2004, Brand Portfolio Strategy:, Free Press,</p> <p>Batey M, 2009, Brand Meaning, Abingdon, Routledge (e-book)</p> <p>Cheverton P, 2006, Understanding Brands, London , Kogan Page (e-book)</p> <p>de Chernatony L, McDonald M, 2006, Creating Powerful Brands, 3/e Butterworth-Heinemann</p> <p>de Chernatony L, 2006, From Brand Vision to Brand Evaluation: The strategic process of growing & strengthening brands, 2/E: Butterworth-Heinemann (e-book)</p> <p>Klein N, 2001, No Logo:, Flamingo (Harper Collins)</p> <p>Lindstrom M, 2004, Brand Child, London, Kogan Page (e-book)</p> <p>Taylor D, 2004, Brand Stretch, Chichester, Wiley (e-book)</p> <p>Van Gelder S, 2005, Global Brand Strategy: Unlocking Branding Potential Across Countries, Cultures and Markets:, Kogan Page (e-book)</p> <p>Journals: Brand Strategy (e-jnl) Journal of Brand Management (e-jnl)</p>									
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>24 hours</td> </tr> <tr> <td>Seminars</td> <td>24 hours</td> </tr> <tr> <td>Independent Study</td> <td>152 hours</td> </tr> <tr> <td>Total hours</td> <td>200 hours</td> </tr> </table>	Lectures	24 hours	Seminars	24 hours	Independent Study	152 hours	Total hours	200 hours	
Lectures	24 hours									
Seminars	24 hours									
Independent Study	152 hours									
Total hours	200 hours									
Assessment methods and criteria	<table> <tr> <td>Coursework</td> <td>2000 words</td> <td>25%</td> </tr> <tr> <td>Group presentation</td> <td>1000 words equivalent</td> <td>25%</td> </tr> <tr> <td>Exam</td> <td>3 hours</td> <td>50%</td> </tr> </table>	Coursework	2000 words	25%	Group presentation	1000 words equivalent	25%	Exam	3 hours	50%
Coursework	2000 words	25%								
Group presentation	1000 words equivalent	25%								
Exam	3 hours	50%								
Language of instruction	English									
Work placements	n/a									

Course unit title	Strategic HRM
Course unit code	BHL312
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits	10.0 ECTS

allocated	
Name of lecturer(s)	Silvena Dencheva
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Explain the importance of integration between all elements of corporate and HR strategy including the management of individual performance and development • Critically evaluate the key concepts and models of HRM and strategy • Identify and evaluate possible areas of tension and conflict in key areas (e.g. employee relations, flexibility, managing change etc.) • Explain and assess the inter-relationship between the key areas of organisational strategy and HRM • Understand the significance of the wider environmental context in formulating HRM strategy
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	HRM
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • HRM and strategic decision making • Strategy and HRM – theories of best practice, best fit, matching, resource based models, hard and soft approaches • Strategic environment – internal and external, globalisation, changes to work, flexibility, ethical issues, organisational policies and practices • Management of Human Resources – choices and constraints, conflict, employee relations, emotional labour, performance management • Strategic HR Planning: models, recruitment and selection, strategic HRD • Re-structuring – re-engineering the organisation, rationalisation and redundancy
Recommended or required reading	<p>Boxall, P & Purcell, J. Strategy and Human Resource Management. Palgrave/Macmillan</p> <p>Leopold, J; Harris, L; Watson, T. The Strategic Managing of Human Resources. FT/Prentice Hall</p> <p>Millmore, M; Lewis, P; Saunders, M; Thornhill, A & Morrow, T. Strategic Human Resource Management: Contemporary issues. FT/Prentice-Hall</p> <p>Recommended reading Latest editions of: Beardwell, I & Holden, L. Human Resource Management, FT/Prentice Hall. Blyton, P & Turnbull, P. The Dynamics of Employee Relations.</p>

	<p>Palgrave/Macmillan Legge, K. Human Resource Management: Rhetoric and realities. Palgrave Macmillan. Redman Tom & Wilkinson Adrian Contemporary Human Resource Management, Financial Times/ Prentice Hall. Watson, TJ. Organising and Managing Work. FT/Prentice Hall. Mankin, D. P. (2009) Human Resource Development, Oxford: Oxford University Press</p> <p>Journals Human Resource Management Journal International Journal of HRM</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Learning</td> <td>24 Hours</td> </tr> <tr> <td>Tutorials</td> <td>24 Hours</td> </tr> <tr> <td>Independent Study</td> <td>152 Hours</td> </tr> <tr> <td>Total</td> <td>200 Hours</td> </tr> </table>	Learning	24 Hours	Tutorials	24 Hours	Independent Study	152 Hours	Total	200 Hours
Learning	24 Hours								
Tutorials	24 Hours								
Independent Study	152 Hours								
Total	200 Hours								
Assessment methods and criteria	<table> <tr> <td>Coursework</td> <td>Seminar exercise</td> <td>50%</td> </tr> <tr> <td>Coursework</td> <td>Essay</td> <td>50%</td> </tr> </table>	Coursework	Seminar exercise	50%	Coursework	Essay	50%		
Coursework	Seminar exercise	50%							
Coursework	Essay	50%							
Language of instruction	English								
Work placements	n/a								

Course unit title	Strategic Management of Information Systems
Course unit code	BCO321
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Vasil Donev
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Evaluate the importance of knowledge to the management of an organisation. • Analyse the effect of Information Systems on strategic decision-making. • Discuss the effect of managing information resources, new technologies and communication networks on the survival of organisations. • Analyse an organisation's ability to implement Business Continuity Planning.

	<ul style="list-style-type: none"> Evaluate the HRM, Ethical and Health & Safety needs of organisations from an Information Systems viewpoint. 								
Mode of delivery (face-to-face, distance learning)	Face-to-face								
Prerequisites and co-requisites	Information Technologies								
Recommended optional programme components	n/a								
Course contents	<ul style="list-style-type: none"> A review of the relationship between an organisation's information systems and its aims and objectives An investigation of the factors that influence the systems development effort An examination of the contribution of End user Computing (and Development) to organisations and an evaluation of the associated risks. An investigation of the role of Decision Support Systems and Data Warehousing to managerial decision-making An overview of Supply Chain Management An appraisal of Knowledge Management Outsourcing pros and cons The application of Information Strategy formulation models Securing modern information systems Business continuity planning and its application HRM and ethical issues in information management Ergonomic and health & safety issue in information management 								
Recommended or required reading	<p>Chaffey, D and Wood, S (2005) Business Information Management, Pearson Education, London.</p> <p>Recommended: Laudon & Laudon (2004) Management of Information Systems – Managing the Digital Firm Financial Times Prentice Hall</p> <p>Journals: Information Management Information Systems</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Learning</td> <td>24 hrs</td> </tr> <tr> <td>Tutorial</td> <td>24 hrs</td> </tr> <tr> <td>Independent Study</td> <td>152 hrs</td> </tr> <tr> <td>Total</td> <td>200 hrs</td> </tr> </table>	Learning	24 hrs	Tutorial	24 hrs	Independent Study	152 hrs	Total	200 hrs
Learning	24 hrs								
Tutorial	24 hrs								
Independent Study	152 hrs								
Total	200 hrs								
Assessment methods and criteria	<table> <tr> <td>Coursework</td> <td>3000</td> <td>50%</td> </tr> <tr> <td>Examination</td> <td>3 hrs</td> <td>50%</td> </tr> </table>	Coursework	3000	50%	Examination	3 hrs	50%		
Coursework	3000	50%							
Examination	3 hrs	50%							
Language of instruction	English								
Work placements	n/a								

Course unit title	Strategic Management
Course unit code	BSP300
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth semester
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Robert Stevenson
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Describe the strategy process, and provide a critical evaluation of different approaches to strategy • Critically evaluate the business models of various organizations and discuss the appropriateness of their approaches to strategy • Distinguish between external and internal analysis, and how they are used in the strategy process • Evaluate a range of strategies at the business, corporate and global level • Critically evaluate the main factors and requirements for the successful implementation of new strategies, innovation and change • Select and apply appropriate strategic management tools and techniques to analysis business problems and issues and be able to evaluate the implications from such an application
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Management
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • The strategy process and strategy creation • Visions, missions and business models • Strategic thinking and environmental influences: industry analysis • Resource-led strategy • Competitive advantage and its sustainability • Business level strategy: differentiation or cost leadership • Corporate level strategy: integration or diversification • Corporate performance, governance and business ethics • Managing change: power and politics and leadership

	<ul style="list-style-type: none"> Managing change: culture 						
Recommended or required reading	<p>Required Reading:</p> <ul style="list-style-type: none"> Thompson J & Martin F (2005) Strategic Management: Awareness and Change 5th Edition, Thomson Johnson G, Scholes K and Whittington, R (2008) Exploring Corporate Strategy: text and cases (8th edition), Prentice Hall, Harlow, New York <p>Recommended Reading:</p> <ul style="list-style-type: none"> R Sanchez and A Heene (2003) The New Strategic Management Wiley G Saloner and A Shepard (2005) Strategic Management Wiley M L Tushman and P C Anderson (2004) Managing Strategic Innovation and Change Oxford University Press R Galavan, J A Murray and C Markides (2008) Strategy, Innovation and Change: Challenges for Management Oxford University Press T H Davenport, M Leibold and S C Voelpel (2006) Strategic Management in the Innovation Economy: Strategic Approaches and Tools for Dynamic Innovation Capabilities Wiley 						
Planned learning activities and teaching methods	<table> <tr> <td>Contact Time</td> <td>48 hours</td> </tr> <tr> <td>Independent Study</td> <td>152 hours</td> </tr> <tr> <td>Total</td> <td>200 hours</td> </tr> </table>	Contact Time	48 hours	Independent Study	152 hours	Total	200 hours
Contact Time	48 hours						
Independent Study	152 hours						
Total	200 hours						
Assessment methods and criteria	<table> <tr> <td>Book Review 2500</td> <td>20%</td> </tr> <tr> <td>Portfolio</td> <td>30%</td> </tr> <tr> <td>Examination 3 hours</td> <td>50%</td> </tr> </table>	Book Review 2500	20%	Portfolio	30%	Examination 3 hours	50%
Book Review 2500	20%						
Portfolio	30%						
Examination 3 hours	50%						
Language of instruction	English						
Work placements	n/a						
Course unit title	Summer internship I						
Course unit code	BMS081						
Type of course unit (compulsory, optional)	Compulsory						
Level of course unit (e.g. first, second or third)	First						
Year of study (if applicable)	First year						
Semester/trimester when the course unit is delivered	Second semester						
Number of ECTS credits allocated	15.0 ECTS						
Name of lecturer(s)	Zornitsa Rasheva						

Learning outcomes of the course unit	<ul style="list-style-type: none"> • Have had a traineeship for at least 10 weeks • Have improved their practical skills • Be more motivated to study 						
Mode of delivery (face-to-face, distance learning)	Face-to-face						
Prerequisites and co-requisites	Completed all courses from the first year						
Recommended optional programme components	n/a						
Course contents	<ul style="list-style-type: none"> • The region where the company is located • History and location of the company • Description and categorization of the working place • Organizational structure of the company, the means of communication and the company functions in practice • Standards of performance • Description of the department where the trainee worked and the duties he/she performed - analysis and control of the working process • The way in which the student was able to put theory in to practice • Establishing gaps in the theoretical education • Personal impressions and recommendation 						
Recommended or required reading	-						
Planned learning activities and teaching methods	<table> <tr> <td>Consultations</td> <td>30 hours</td> </tr> <tr> <td>Student centred learning</td> <td>370 hours</td> </tr> <tr> <td>Total hours</td> <td>400 hours</td> </tr> </table>	Consultations	30 hours	Student centred learning	370 hours	Total hours	400 hours
Consultations	30 hours						
Student centred learning	370 hours						
Total hours	400 hours						
Assessment methods and criteria	<table> <tr> <td>Coursework</td> <td>3000 words</td> <td>50% written part</td> </tr> <tr> <td></td> <td></td> <td>50 % defence</td> </tr> </table>	Coursework	3000 words	50% written part			50 % defence
Coursework	3000 words	50% written part					
		50 % defence					
Language of instruction	English						
Work placements	In various companies						

Course unit title	Summer internship II
Course unit code	BMS161
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	15.0 ECTS

Name of lecturer(s)	Zornitsa Rasheva						
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Have had a traineeship for at least 10 weeks • Have improved their practical skills • Be more motivated to study 						
Mode of delivery (face-to-face, distance learning)	Face-to-face						
Prerequisites and co-requisites	Completed all courses from the first and second year						
Recommended optional programme components	n/a						
Course contents	<ul style="list-style-type: none"> • Analysis of the macro environment • Analysis of the hospitality industry • History, location and mission of the company • Analysis of the company's microenvironment • Internal environment of the company • SWOT analysis • Departments where the trainee worked and the duties he/she performed • The way in which the student was able to put theory into practice • Establishing gaps in the theoretical education; • Recommendation 						
Recommended or required reading	-						
Planned learning activities and teaching methods	<table> <tr> <td>Consultations</td> <td>30 hours</td> </tr> <tr> <td>Student centred learning</td> <td>370 hours</td> </tr> <tr> <td>Total hours</td> <td>400 hours</td> </tr> </table>	Consultations	30 hours	Student centred learning	370 hours	Total hours	400 hours
Consultations	30 hours						
Student centred learning	370 hours						
Total hours	400 hours						
Assessment methods and criteria	<table> <tr> <td>Coursework</td> <td>3000 words</td> <td>50% written part</td> </tr> <tr> <td></td> <td></td> <td>50 % defence</td> </tr> </table>	Coursework	3000 words	50% written part			50 % defence
Coursework	3000 words	50% written part					
		50 % defence					
Language of instruction	English						
Work placements	In various companies						

Course unit title	Supply and Logistics
Course unit code	BMS142
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	3.5 ECTS

Name of lecturer(s)	Vesselin Blagoev
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Evaluate the scope of retail logistics and supply chain management including an evaluation of the importance of globalisation to industry planning. • Develop an analytical framework for logistics decision-making processes including the argument for outsourcing • Understand the role of ICT technology in relation to Supply Chain management. • Evaluate the impact of quick response (QR) and Efficient Consumer Response (ECR) approaches to inventory management including ethical and environmental issues including CSR
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	None
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • E-commerce operations, differences in organisations • The supply chain and competitive strategy • Supply chain technology. • Measuring supply chain costs and performance • Supply chain concepts: Just-In-Time, Lean Response etc. • Strategies for managing the supply chain • Ethical issues / social responsibility of businesses (CSR) • Global logistics • Fundamental approaches to managing inventory • Ordering approached EOQ • Quick response (QR) and Efficient Consumer Response (ECR) • Environmental concerns • Ethical dimensions of Logistics • Warehousing and Distribution strategy issues
Recommended or required reading	<p>Required:</p> <p>GaHorna. J L & Walters D W (1996) Managing the Supply Chain: A strategic approach Palgrave</p> <p>Lysons, K & Gillingham, M (2003) Purchasing and Supply Chain Management, London, Prentice Hall</p> <p>Recommended:</p> <p>Christopher, M. (2004) Logistics and Supply Chain Management: London, Financial Times Pitman Publishing.</p> <p>Hugos, Michael (2003) Essentials of Supply Chain Management London, Wiley and Sons</p> <p>Poirier, Charles and Bauer, Michael (2000) E-Supply Chain: Using the Internet to revolutionize your business. Berrett-</p>

	Koehler Publishers inc.		
	Journals Logistics and Transport Focus: Journal of the Institute of Logistics and Transport, Corby UK Retail Report Retail Weekly Journal of Retailing		
Planned learning activities and teaching methods	Lectures	15 hours	
	Seminars	25 hours	
	Independent Study	50 hours	
	Total hours	90 hours	
Assessment methods and criteria	Coursework	3000 words	100%
Language of instruction	English		
Work placements	n/a		

Course unit title	Tax law
Course unit code	BMS142
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	3.5 ECTS
Name of lecturer(s)	Galina Nestorov
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Have knowledge about current legislation related to taxation • Be able to calculate different taxes due to the government and local municipalities • Learn legal ways to decrease the tax burden on the company
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Business Law Economics and business environment
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Corporate tax • Value added tax

	<ul style="list-style-type: none"> • Personal income tax • Local municipal taxes • Excise taxes and import duties • Administrative procedures and control 								
Recommended or required reading	Required Reading/Learning Materials Current Bulgarian legislation (laws and ordinances) related to taxation								
Planned learning activities and teaching methods	<table> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>25 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>50 hours</td> </tr> <tr> <td>Total hours</td> <td>90 hours</td> </tr> </table>	Lectures	15 hours	Seminars	25 hours	Student Centred Learning	50 hours	Total hours	90 hours
Lectures	15 hours								
Seminars	25 hours								
Student Centred Learning	50 hours								
Total hours	90 hours								
Assessment methods and criteria	Examination (a combination of theoretical exam and practical case solving) 2 hours 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Visual Merchandising
Course unit code	BSP334
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. first, second or third)	First
Year of study (if applicable)	Third year
Semester/trimester when the course unit is delivered	Fifth and sixth semester
Number of ECTS credits allocated	5.0 ECTS
Name of lecturer(s)	Vesselin Blagoev, Rumiana Konstantinova, Elena Zheynova
Learning outcomes of the course unit	<ul style="list-style-type: none"> • Discuss the historic and current role of the visual merchandiser and relate the role of the VM to the strategic direction and operational management of the retail organisation. • Explain the psychology behind shopping and buyer behaviour and relate to the key ethical and cultural issues of merchandise management • Plan a visual display given a set of parameters
Mode of delivery (face-to-face, distance learning)	Face-to-face
Prerequisites and co-requisites	Principles of Marketing
Recommended optional programme components	n/a

Course contents	<ul style="list-style-type: none"> • The history of visual merchandising • The role of the visual merchandiser • Store Design • Window design • In-store visual merchandising • Buyer behaviour • The merchandiser's relationship with buyers, strategy and competitors. • Ethical and cultural issues relating to the retail industries current level of expansion. • Industry norms • The unique selling point • The virtual merchandiser 								
Recommended or required reading	<p>Required Reading: Morgan, Tony (2008) Visual Merchandising Laurence King</p> <p>Recommended Reading: Casey, R. (2007) Applied Retailing McGraw Hill Diamond, J and Diamond E (2006) Contemporary Visual Merchandising and Environmental design.4th Edition Prentice Hall. Colborne R, (1996) Visual Merchandising: the business of merchandise presentation. Delmar Learning. Jackson, T and Shaw, D (2000) Mastering fashion buying and merchandising management, Palgrave Master Pegler, M (2006) Visual Merchandising and Display 5th Edition. Fairchild Books.</p> <p>Journals: Retail Week International Retail Week The Grocer MINTEL</p>								
Planned learning activities and teaching methods	<table border="0"> <tr> <td>Lectures</td> <td>12 hours</td> </tr> <tr> <td>Seminars</td> <td>12 hours</td> </tr> <tr> <td>Independent Study</td> <td>76 hours</td> </tr> <tr> <td>Total</td> <td>100 hours</td> </tr> </table>	Lectures	12 hours	Seminars	12 hours	Independent Study	76 hours	Total	100 hours
Lectures	12 hours								
Seminars	12 hours								
Independent Study	76 hours								
Total	100 hours								
Assessment methods and criteria	<table border="0"> <tr> <td>Report Based on a given case study</td> <td>60%</td> </tr> <tr> <td>Presentation Prepare application for skill VM competition</td> <td>40%</td> </tr> </table>	Report Based on a given case study	60%	Presentation Prepare application for skill VM competition	40%				
Report Based on a given case study	60%								
Presentation Prepare application for skill VM competition	40%								
Language of instruction	English								
Work placements	n/a								