

INTERNATIONAL BUISNESS MANAGEMENT

General description of the programme

Qualification awarded	Professional Bachelor in International Business Management
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 International Business and Management 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>A. Knowledge and Understanding</p> <p>A1 Individual and group behaviour within organisations A2 Demonstrate a broad and critical understanding of the global business context including its main institutional frameworks A3 The functional areas of business and the forces shaping the wider environment</p>

A4 Display an understanding of research in the area of business and its contribution to practice

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

A6 Recognition of cultural differences and how these impact on business

A7 Use of the target language for purposes of understanding and communication in a range of professional and interpersonal settings

A8 Demonstrate knowledge of aspects of the cultures, communities and societies where the language is spoken

B. 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 within organisational contexts

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

B6 Communicate effectively within a multidisciplinary or multi-lingual context

B7 Demonstrate appropriate levels of achievement in the ability to use productive and receptive language skills for a range of purposes and audiences

C. 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

C6 Exhibit self-awareness, openness and sensitivity to

diversity in terms of cultures, projects and business management issues

C7 Use and present material in the target language and one's own language in written and oral forms in a clear and effective manner

D. 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 in their native and foreign language 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

D8 Apply analytical and problem-solving skills through the medium of the target language

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.

Tutorials

Tutorials are meetings of a student or group of students with a lecturer or lecturers and are used in two ways within the programme:

- expanding upon material covered in lectures through an enquiry-driven problem solving approach
- remedial work to overcome any deficiencies in a student's background knowledge.

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 of assessing student-centred learning.

Practical Workshops

Practical workshops are used extensively (e.g. in Accounting and Finance, Languages). 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.

	<p>Business Experts</p> <p>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.</p> <p>Assessment</p> <p>Assessments relate directly to learning outcomes and one assessment usually covers a range of learning outcomes.</p> <p>In designing and deciding upon an assessment format for a module the following factors have been considered:</p> <ul style="list-style-type: none"> • 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; experience; the implementation of systematic information-seeking strategies. • Encouraging students to apply their skills to specific industry/business 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 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 can demonstrate what he or she knows, understands or can do. • 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 assessment, presentations, individual and group reports, and a dissertation or enterprise project.</p>
Occupational profiles of graduates with examples	Students graduated at International Business and Management specialty can occupy leader positions in different trade,

productive, bank, insurance, markets, consulting, transport, marketing and other organizations. Their practical preparation allows them to start even a small business in different economic spheres.

Access to further studies Yes

No	Code	Module / Subject	ECTS
1	2	3	12
Year One			
First semester			
<i>Compulsory modules</i>			
	IBM01	Module: Business law and business ethics	7,50
	IBM011	Business law	5,00
	IBM012	Business ethics	2,50
	IBM02	Module: Economics and business environment	7,50
	IBM021	Economics	5,50
	IBM022	Business environment	2,00
	IBM03	Module: Marketing and business communications	7,50
	IBM031	Principles of marketing	5,00
	IBM032	Business communications	2,50
	IBM07	Module: Foreign languages I	7,50
	IBM0711	English for business and management	4,00
	IBM0712	Second foreign language (English/German/French/Spanish)	3,50
Total			30,00
Second semester			
<i>Compulsory modules</i>			
	IBM04	Module: Research and Statistics	7,50
	IBM041	Research and Statistics	4,50
	IBM042	Information technologies	3,00
	IBM05	Module: Accounting and finance	7,50
	IBM051	Introduction to accounting	5,00
	IBM052	Introduction to finance	2,50
	IBM06	Module: Management	7,50
	IBM061	Intercultural awareness for business	3,50
	IBM062	Management	4,00
	IBM07	Module: Foreign languages I	7,50
	IBM0711	English for business and management	4,00
	IBM0712	Second foreign language (English/German/French/Spanish)	3,50

Total			30,00
Summer Internship I			
IBM08	<i>Module: Summer internship I</i>		<i>15,00</i>
IBM081	Summer internship I		15,00
Total			15,00
Year Two			
Third semester			
<i>Compulsory modules</i>			
IBM09	<i>Module: Foreign Languages II</i>		<i>7,50</i>
IBM0911	English for academic writing		4,00
IBM0921	Other Language (English/German/French/Spanish)		3,50
IBM10	<i>Module: Human resource management and organisational behaviour</i>		<i>7,50</i>
IBM101	Organisational behaviour		3,50
IBM102	Human resource management		4,00
IBM13	<i>Module: Marketing communications and marketing research</i>		<i>7,50</i>
IBM131	Marketing communications		4,00
IBM132	Marketing research		3,50
IBM11	<i>Module: Consumer behaviour</i>		<i>7,50</i>
IBM111	Consumer behaviour		4,00
IBM112	Services marketing		3,50
Total			30,00
Fourth semester			
<i>Compulsory modules</i>			
IBM12	<i>Module: E-business</i>		<i>7,50</i>
IBM121	E-business		3,50
IBM122	Relationship marketing		2,00
IBM123	Revenue management		2,00
<i>Elective modules</i>			
IBM14	<i>Module: Capital markets and invesments</i>		<i>7,50</i>
IBM141	Capital markets and investments		4,00
IBM142	Risk management		3,50
IBM14	<i>Module: Branding and intellectual property</i>		<i>7,50</i>
IBM141	Branding		4,00
IBM142	Intellectual property		3,50
<i>Elective modules</i>			
IBM15	<i>Module: Entrerpreneurship</i>		<i>7,50</i>
IBM151	Entrerpreneurship		3,50

IBM152	Project management	2,00
IBM153	Managerial accounting	2,00
IBM15	Module: Business planning	7,50
IBM151	Business planning	3,50
IBM152	Project management	2,00
IBM153	Financial planning	2,00
Compulsory modules		
IBM09	Module: Foreign Languages II	7,50
IBM0912	English for academic writing	4,00
IBM0922	Other Language (English/German/French/Spanish)	3,50
Total		30,00
Summer Internship II		
IBM16	Module: Summer internship II	15,00
IBM161	Summer internship II	15,00
Total		15,00

Year Three		
Fifth and Sixth semester		
Compulsory modules		
IBM17	Module: Intyernational Business Management	10,00
IBM18	Module: International Business and Cultural Diversity	10,00
IBM19	Module: Modern Foreign Language, Culture and Society / Business & Contemporary Language and Socio-Economic Environment	10,00
IBM-DP	Module: Diploma or Enterprise project	20,00
IBM-DP1	Diploma project seminar	5,00
IBM-DP2	English for academic writing	5,00
IBM-DP3	Diploma or Enterprise project	10,00
Elective modules - select 10 ECTS in total		
IBM20	Module: Managing Change in Theory and Practice	10,00
IBM21	Module: International and Global Marketing	10,00
IBM22	Module: Strategic Management of Information Systems	10,00
IBM23	Module: Strategic Management	10,00
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

	<p>courses and case study.</p> <p>Innovative methodology will be used where applicable and would include field studies and work based learning and consultancy exercises.</p> <p>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.</p> <p>The learning outcomes described in the previous section are 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 third years need to be taken.
Mode of study (full-time, part-time, e-learning...),	Full-time
Programme director or equivalent.	Robert Stevenson Email: robert.stevenson@vumk.eu

Description of the individual course units

Course unit title	Branding
Course unit code	IBM141
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"> • 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	Required Reading/Learning Materials <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

	Recommended Reading/Learning Materials								
	<ul style="list-style-type: none"> Bounfour A. (2003) The management of Intangibles, Routledge 								
Planned learning activities and teaching methods	<table> <tr> <td>Learning</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>	Learning	15 hours	Seminars	35 hours	Student Centred Learning	50 hours	Total hours	100 hours
Learning	15 hours								
Seminars	35 hours								
Student Centred Learning	50 hours								
Total hours	100 hours								
Assessment methods and criteria	<table> <tr> <td>Examination</td> <td>1.5 hours</td> <td>50%</td> </tr> <tr> <td>Coursework</td> <td></td> <td>50%</td> </tr> </table>	Examination	1.5 hours	50%	Coursework		50%		
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	BLC 202 or equivalent
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	<p>French</p> <p>Required reading Materials on socio-economic issues and current affairs are posted on Blackboard on a weekly basis.</p> <p>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</p> <p>Spanish</p> <p>Required reading Materials on socio-economic issues and current affairs are posted on Blackboard on a weekly basis.</p> <p>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</p> <p>German</p>

	<p>Required reading Materials on socio-economic issues and current affairs are posted on Blackboard on a weekly basis.</p> <p>Recommended reading Wirtschaftswoche (business weekly magazine) 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	72 hours of workshops 128 hours of independent study 200 hours total
Assessment methods and criteria	Coursework 3000 words 50% Examination 2 hours 50%
Language of instruction	English
Work placements	n/a

Course unit title	Business Communications
Course unit code	IBM032
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	2.5 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 style="width: 100%; border-collapse: collapse;"> <tr> <td>Lectures</td> <td style="text-align: right;">10 hours</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">15 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td style="text-align: right;">40 hours</td> </tr> <tr> <td>Total hours</td> <td style="text-align: right;">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 style="width: 100%; border-collapse: collapse;"> <tr> <td>Written Examination 1.5 hours</td> <td style="text-align: right;">50%</td> </tr> <tr> <td>Presentation of a project</td> <td style="text-align: right;">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
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Course unit title	Business environment				
Course unit code	IBM022				
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	2.0 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	Required Reading/Learning Materials <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: 60%;">Lectures</td> <td style="text-align: right;">5 hours</td> </tr> <tr> <td>Seminars</td> <td style="text-align: right;">20 hours</td> </tr> </table>	Lectures	5 hours	Seminars	20 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	IBM012
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	Required Reading/Learning Materials <ul style="list-style-type: none"> • Shaw, W. H. (2007) Business ethics. Wadsworth Publishing

	Recommended Reading/Learning Materials <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	IBM011
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)	Galina 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 and teaching methods	<table> <tr> <td>Lectures</td> <td>30 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>125 hours</td> </tr> </table>	Lectures	30 hours	Seminars	30 hours	Student Centred Learning	65 hours	Total hours	125 hours
Lectures	30 hours								
Seminars	30 hours								
Student Centred Learning	65 hours								
Total 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	IBM151
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)	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	<p>Economics and business environment</p> <p>Marketing and business communications</p> <p>Management</p> <p>Human resource management and organisational behaviour</p> <p>Marketing communications and marketing research</p>
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 • Control 										
Recommended or required reading	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Stutely, R. (2007) The Definitive Business Plan: The fast track to intelligent business planning for executives and entrepreneurs. 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	Capital Markets and Investments
Course unit code	IBM141
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	<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>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	Consumer behaviour
Course unit code	IBM111
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	4.0 ECTS
Name of lecturer(s)	Robert Stevenson
Learning outcomes of the	<ul style="list-style-type: none"> • Define the nature, main characteristics and types of

course unit	consumer behavior <ul style="list-style-type: none"> • 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 • 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	Required Reading/Learning Materials <ul style="list-style-type: none"> • Engel, Blackwell, Consumer behavior, The Dryden Press, current edition Recommended Reading/Learning Materials <ul style="list-style-type: none"> • Hawkins, Consumer behavior – implications for marketing strategy, IRWIN, current edition
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	Examination 1.5 hours 100%
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	Fifth and Sixth semesters
Number of ECTS credits allocated	10.0 ECTS
Name of lecturer(s)	Robert Stevenson, Stanislav Ivanov, Silvena Dencheva, Ivelina Yovevan/a
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	None
Recommended optional programme components	n/a
Course contents	Specific research topic.
Recommended or required reading	<p>Bell, J. (1993) Doing Your Research Project, Open University Press.</p> <p>Black, T.R. (1993) Evaluating Social Science Research, Sage.</p> <p>Schutt, R.K. (1995) Investigating the Social World, 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	One written thesis 12-14000 words 100% Easter
Language of instruction	English
Work placements	n/a

Course unit title	E-business
Course unit code	IBM121
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	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 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>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	Written assignment with PowerPoint presentation 3000 words 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Economics
Course unit code	IBM021
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 problems • 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	Lectures 30 hours Seminars 35 hours Student Centred Learning 75 hours Total hours 140 hours
Assessment methods and criteria	Coursework 3000 words 50% Examination 2 hours 50%
Language of instruction	English
Work placements	n/a

Course unit title	Enterprise Project
Course unit code	HLT312
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
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	None
Recommended optional programme components	n/a
Course contents	Specific research topic.
Recommended or required reading	Required Reading Barrow, C, Burke, G, Molian, D, Brown, R. (2005) Enterprise

	<p>Development. Thompson Learning. Bridge, S, O'Neill, K, Cromie, S. (2003) Understanding Enterprise, Entrepreneurship and Small Business, (2nd edition), Palgrave MacMillan. Wickham, PA, (2004) Strategic Entrepreneurship. (3rd edition), Financial Times/Prentice Hall.</p> <p>Recommended Reading Barrow, C. (2006) The Complete Small Business Guide. (8th edition) Capstone Burns, P (2006). Entrepreneurship and Small Business. (2nd edition) MacMillan Williams, S. (2009) Business Start-up, (21st edition,), Financial Times/Prentice Hall</p> <p>E-journals Entrepreneur</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Workshops</td> <td>12 hours</td> </tr> <tr> <td>Tutorials</td> <td>5 hours</td> </tr> <tr> <td>Independent Study</td> <td>383 hours</td> </tr> <tr> <td>Total:</td> <td>400 hours</td> </tr> </table>	Workshops	12 hours	Tutorials	5 hours	Independent Study	383 hours	Total:	400 hours
Workshops	12 hours								
Tutorials	5 hours								
Independent Study	383 hours								
Total:	400 hours								
Assessment methods and criteria	Enterprise Project 13,000 words 100%								
Language of instruction	English								
Work placements	n/a								

Course unit title	Entrepreneurship
Course unit code	IBM151
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)	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

	<ul style="list-style-type: none"> • 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. • 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	Required Reading/Learning Materials <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	Financial Planning
Course unit code	IBM153
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	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	<table style="width: 100%; border: none;"> <tr> <td>Lectures and seminars</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>	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	Coursework 2000 words 100%						
Language of instruction	English						
Work placements	n/a						

Course unit title	Human Resource Management
Course unit code	IBM102
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 Dencheva
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 Marketing and Business communications
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 • 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 Technologies
Course unit code	IBM042
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

	<ul style="list-style-type: none"> • Computer and operational systems • MS Office applications – Word, Excel, PowerPoint 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <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 1.5 hours</td> <td>50%</td> </tr> <tr> <td>Course project 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	Intellectual Property
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)	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

	<ul style="list-style-type: none"> • 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	IBM061
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 cultural differences in given work related scenarios • Evaluate and analyse culture-bound differences on specific issues such as: power distance, time orientation, management of uncertainty, gender, individuality, attitudes to conflict, etc.

	<ul style="list-style-type: none"> • 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) The Cultural Dimension of International Business (5th Edition). Prentice Hall</p> <p>Gudykunst, W. (2004) Theorizing About Intercultural Communication. Sage Publications</p> <p>Hofstede, Geert (1997) Cultures and Organizations: Software of the Mind: Intercultural Cooperation and its Importance for Survival. McGraw- Hill Education</p> <p>Hofstede, G. & Hofstede, J. (2005) Cultures and Organizations: Software of the Mind: Intercultural Cooperation and its Importance for Survival. 2nd edition (revised and expanded). McGraw- Hill Education</p> <p>Lustig, M.W & Koester, J. (1998) Intercultural Competence.</p>

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 Wardrope 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.int/>
 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 Press, USA
 Fuss, (2007) Negotiations With The Japanese. Overcoming Intercultural Communication Hurdles. BookSurge Publishing
 Gesteland, Richard R. (1999) Cross-Cultural Business

	<p>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>								
Planned learning activities and teaching methods	<table border="0"> <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</td> <td>90 hours</td> </tr> </table>	Lectures	15 hours	Seminars	25 hours	Student Centred Learning	50 hours	Total	90 hours
Lectures	15 hours								
Seminars	25 hours								
Student Centred Learning	50 hours								
Total	90 hours								
Assessment methods and criteria	<p>-Group presentation and individual reflective report 2000 words 40%</p> <p>-Written coursework</p>								

	3000 words 60%
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
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-requisites	Level 1 and 2 marketing modules
Recommended optional programme components	n/a
Course contents	<ul style="list-style-type: none"> • Marketing planning for international/global markets • International/global marketing research • The international/global business environment • Analysis and decision making tools used in international/global marketing • Market assessment and selection • International/global marketing strategies • International/global market entry methods • International/global marketing mix

	<ul style="list-style-type: none"> • Adaption vs standardisation mixes • World Bank, International Monetary Fund, World Trade Organisation • Ethical, environmental issues • Corporate Social responsibility 								
Recommended or required reading	<p>Required Reading</p> <p>Doole I. and Lowe R.(2008) International Marketing Strategy 5/e. Pearsons, London (e-Book)</p> <p>Hollensen, S. (2009) Essentials of Global Marketing, Financial Times Press, London</p> <p>Hollensen, S. (2005) Marketing Planning. A Global Perspective. Pearsons, London</p> <p>Recommended Reading</p> <p>Bennett, R (2002) International marketing : strategy planning, market entry & implementation, London : Kogan Page</p> <p>Burton, D (2009) Cross-Cultural Marketing. Taylor & Francis, Abingdon (e-book)</p> <p>Craig, C (2000), International marketing research, Chichester : Wiley</p> <p>Czinkota, M (2007) International marketing, Mason, Ohio : Thompson South Keegan,W and Green.M (2007) Global marketing, London, Pearson Prentice Hall</p> <p>Wild, J (2007) International business : the challenges of globalization, New Jersey, N.J. : Prentice Hall,</p> <p>Wilson, R. and Gilligan, C. (2003) Strategic Marketing Management: Planning, Implementation and Control. Butterworth Heinemann. Oxford (e-book)</p> <p>Journals</p> <p>Journal of International Marketing</p> <p>Marketing Management Journal</p>								
Planned learning activities and teaching methods	<table> <tr> <td>Contact Hours</td> <td>24 hrs lecture</td> </tr> <tr> <td></td> <td>24 hrs seminars</td> </tr> <tr> <td>Independent Study</td> <td>152 hrs</td> </tr> <tr> <td>Total</td> <td>200hrs</td> </tr> </table>	Contact Hours	24 hrs lecture		24 hrs seminars	Independent Study	152 hrs	Total	200hrs
Contact Hours	24 hrs lecture								
	24 hrs seminars								
Independent Study	152 hrs								
Total	200hrs								
Assessment methods and criteria	<table> <tr> <td>Assignment</td> <td>3000 words</td> <td>50%</td> </tr> <tr> <td>Examination</td> <td>3hours</td> <td>50%</td> </tr> </table>	Assignment	3000 words	50%	Examination	3hours	50%		
Assignment	3000 words	50%							
Examination	3hours	50%							
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

(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)	Michael Minkov, Rumiana Konstantinova
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>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>

Gibson, Robert (2000) Intercultural business communication. OUP

Gorman, Jubri (1999) Women, culture and international relations

Guiberneau, Montserrat (2001) governing European diversity

Hofstede, Geert (1997) Cultures and Organisations. Software of the mind. McGraw-Hill Education

Hofstede, Geert (2001) Culture's consequences - International differences in work related values. 2nd edition, Sage

Hofstede, G. & Hofstede, J. (2005) 2nd edition. Cultures and Organisations Software of the mind – Revised and expanded. McGraw-Hill Education

Lewis, Richard (1999) When cultures collide - Managing successfully across cultures. Nicholas Brealey

Marx, Elisabeth (1999) Breaking through culture shock - What you need to succeed in international business, Nicholas Brealey

Sakwa, Richard and Stevens, Anne (2000) Contemporary Europe

Schneider, Susan C. and Jean-Louis Barsoux (1997) Managing across cultures. Pearson Education, Prentice Hall

Trompenaars, F and Hampden Turner, C (2002) Riding the waves of culture - Understanding Cultural diversity in business. Nicholas Brealey

Supplementary reading

Briel, H (2002) German Culture and Society: the essential glossary. Arnold Hayes, J. (2002) Interpersonal Skills at work. Routledge

Jordan, B. (2002) Spanish Culture and Society: a Glossary.

Arnold Kelly, Michael. (2001) French Culture and Society, the essential glossary. Arnold, London

Kuisel, Richard F. (1997) Seducing the French, the Dilemma of Americanisation. University of California

Robertson, C.J., The global dispersion of Chinese values: A three-country study of Confucian dynamism. Management International

Review Q3, 2000.

Rodgers, E (Editor) (2001) Encyclopaedia of Contemporary Spanish Culture. Routledge

Ross, C. (2002) Contemporary Spain. Arnold Swanson. P. (2002) Latin American Studies.

Arnold Thomas L. Friedman. (2000): The Lexus and the olive tree: understanding globalisation.

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 < http://www.thtconsulting.com/index1.html > Internet, Newspapers, Business Journals, On line databases	Group
Planned learning activities and teaching methods	Lectures 24 hours Seminars 24 hours Independent Study 152 hours Total 200 hours	
Assessment methods and criteria	Case Study 2000 50% Written coursework 3000 50%	
Language of instruction	English	
Work placements	n/a	

Course unit title	Introduction to Accounting	
Course unit code	IBM051	
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 	

	<ul style="list-style-type: none"> • 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> <tr> <td>Lectures</td> <td>15 hours</td> </tr> <tr> <td>Seminars</td> <td>45 hours</td> </tr> <tr> <td>Student Centred Learning</td> <td>65 hours</td> </tr> <tr> <td>Total hours</td> <td>125 hours</td> </tr> </table>	Lectures	15 hours	Seminars	45 hours	Student Centred Learning	65 hours	Total hours	125 hours
Lectures	15 hours								
Seminars	45 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	IBM052
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 • 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	n/a

programme components									
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	Management
Course unit code	IBM062
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

	<ul style="list-style-type: none"> • 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	IBM153
Type of course unit (compulsory, optional)	Optional
Level of course unit (e.g. First)	First

first, second or third)							
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"> • Be able to define and apply knowledge regarding variable and fixed costs • 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"> • Garrison, 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	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
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>

	M Green (2007) Change Management Masterclass: A Step-by-step Guide to Successful Change Management Kogan Page Ltd J P Kotter (1996) Leading Change Harvard Business School Press R Paton and J McCalman (2008) Change Management: A Guide to Effective Implementation Sage 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	Marketing communications
Course unit code	IBM131
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 elements of marketing communications • 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 research
Course unit code	IBM132
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	<ul style="list-style-type: none"> • Be able to use methods for market research, for

course unit	collecting information <ul style="list-style-type: none"> • 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	Required Reading/Learning Materials <ul style="list-style-type: none"> • Churchill, G, (1999) Marketing Research. Dryden Press Recommended Reading/Learning Materials <ul style="list-style-type: none"> • Wrenn, B. (2001) Marketing Research: Text and Cases. The Haworth Press
Planned learning activities and teaching methods	Lectures 10 hours Seminars 30 hours Student Centred Learning 50 hours Total 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, Maya Dafinova, Kaloyan Kostadinov
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 from year 1 and 2
Recommended optional programme components	n/a
Course contents	Students will practise 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>J.Carter, J.Janetta, Nouvelles Perspectives: Repères. Hodder & Stoughton 2003</p> <p>T.Marriott, M. Ribière. Help yourself to essential French Grammar. Longman 1997</p> <p>R.Roesch et R.Rolle-Harold, La France au Quotidien. Presse Universitaire de Grenoble 2001</p> <p>Spanish</p> <p>S.C. Gomez, El Punto en Cuestion. Chancerel. 1998</p> <p>B. Young, M. Cosgrave, E. Green, Exito. Hodder & Stoughton. 1998</p> <p>P. Turk, M. Zollo, Ahora Mismo. Hodder & Stoughton. 1998</p> <p>F.J.Huriz, B Harling, En el Mundo Hispanico. Chancerel. 2000</p> <p>Martin Garcia, Gramática Y Léxico Del Español: Niveles Avanzado-superior (Material Complementario) (2001)</p>

	<p>German</p> <p>Webster.P, The German Handbook, second edition. CUP 2004</p> <p>Durrell,M. Using German, a guide to contemporary usage. CUP 1994</p> <p>McNeill, J., Ram Prasad, J., Williams, S. NEUE AUSSICHTEN: Etappen. Hodder & Stoughton 2000</p> <p>Kohl, J., McNeill, J., Williams, S. NEUE AUSSICHTEN: Ziele. Hodder & Stoughton 2001</p> <p>Dallapiazza, R.-M., von Jan (et al.), TANGRAM. Deutsch als Fremdsprache. Lehr- und Arbeitsbuch vol.2A/2B Kurs- und Arbeitsbuch. Hueber 2000/ January 2002</p> <p>Dedicated websites.</p>				
Planned learning activities and teaching methods	<p>72 hours of workshops</p> <p>128 hours of Independent Study</p> <p>200 hours total</p>				
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	IBM101
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 • Be bale 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-	Economics and Business environment

requisites	Introduction to management and tourism Marketing and Business communications								
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 style="width: 100%; border-collapse: collapse;"> <tr> <td>Lectures</td> <td style="text-align: right;">20 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;">50 hours</td> </tr> <tr> <td>Total hours</td> <td style="text-align: right;">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	Principles of marketing
Course unit code	IBM031
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	5.0 ECTS
Name of lecturer(s)	Vesselin Blagoev, Stanislav Ivanov
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	<p>Required Reading/Learning Materials</p> <ul style="list-style-type: none"> • Kotler, P., G. Armstrong, J. Saunders, V. Wong (2002) Principles of marketing. Harlow: Prentice Hall <p>Recommended Reading/Learning Materials</p> <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												
	<ul style="list-style-type: none"> • 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	<table style="width: 100%; border: none;"> <tr> <td style="width: 70%;">Lectures</td> <td style="width: 20%;">20 hours</td> <td style="width: 10%;"></td> </tr> <tr> <td>Seminars</td> <td>40 hours</td> <td></td> </tr> <tr> <td>Student Centred Learning</td> <td>65 hours</td> <td></td> </tr> <tr> <td>Total hours</td> <td>125 hours</td> <td></td> </tr> </table>	Lectures	20 hours		Seminars	40 hours		Student Centred Learning	65 hours		Total hours	125 hours	
Lectures	20 hours												
Seminars	40 hours												
Student Centred Learning	65 hours												
Total hours	125 hours												
Assessment methods and criteria	<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Coursework with PowerPoint presentation</td> <td style="width: 20%;">2500 words</td> <td style="width: 20%;">40%</td> </tr> <tr> <td>Written test during the module</td> <td>1 hour</td> <td>25%</td> </tr> <tr> <td>Written examination</td> <td>2 hours</td> <td>35%</td> </tr> </table>	Coursework with PowerPoint presentation	2500 words	40%	Written test during the module	1 hour	25%	Written examination	2 hours	35%			
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	IBM152
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)	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	<p>Economics and business environment</p> <p>Marketing and business communications</p> <p>Management</p>
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 • 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	IBM122
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	n/a

programme components							
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 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	Research and Statistics
Course unit code	IBM041
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	Revenue management
Course unit code	IBM123
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-collapse: collapse;"> <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	<ul style="list-style-type: none"> • Measure Net Present Value of a project

course unit	<ul style="list-style-type: none"> • 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	IBM112
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)	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 • Communicating service value • Managing employees, tangibles and technology for service value • Service capacity management • Services marketing and the markets 								
Recommended or required reading	<p>Required Reading/Learning Materials</p> <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 style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Learning</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>Student Centred Learning</td> <td style="text-align: right;">50 hours</td> </tr> <tr> <td>Total hours</td> <td style="text-align: right;">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 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. • 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	None
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

	<ul style="list-style-type: none"> • 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

	<p>and global level</p> <ul style="list-style-type: none"> • 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	None
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 • 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	Contact Time	48 hours
	Independent Study	152 hours
	Total	200 hours
Assessment methods and criteria	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	IBM081
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	Coursework 3000 words 50% written part 50 % defence						
Language of instruction	English						
Work placements	Various companies						

Course unit title	Summer internship II
Course unit code	IBM161
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
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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						