

DESCRIPTION OF THE COURSE

Name of the course: Business Processes Modeling	Code: MBM01	Semester: 3
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 4

LECTURER:

Assoc. Prof. PhD. S. Baeva (FAMI), tel. +3592 965 23 78, e-mail: sbaeva@tu-sofia.bg
Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: Compulsory subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: Students should know the essence of the main problems of business processes; to recognize them; to classify them; to create their mathematical models; to apply the methods for solving them; to solve them.

DESCRIPTION OF THE COURSE: Module 1: Stages and means of modeling: Stages of research and the place of modeling in it; Tools used in business process modeling; Module 2: Modeling by linear optimization: Distribution of production capacities at the criterion of minimum prime cost; Distribution of production capacities at the criterion of minimum time; Optimal use of available resources; Variable production schedule; Module 3: Solutions for incomplete information: Optimal allocation of resources by the method of dynamic optimization; Optimal reactions in conflict situations; Allocation of resources in conditions of uncertainty; Network management models; Selection of an optimal alternative according to various criteria; Modeling of management problems through decision trees.

PREREQUISITES: Linear Algebra, Analytical Geometry, Mathematical Analysis, Quantitative Methods, Statistics, Optimization and Probability Theory.

TEACHING METHODS: The lectures are conducted in a traditional way and include theoretical statements and examples of specific practical business tasks. The seminars practice the teaching material taught in lectures through numerous examples.

METHOD OF ASSESSMENT: Two one-hour written current grades in the middle and end of the semester (50% each).

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. B. Cheshankov, Operations Research, Technical University of Sofia, 2004; 2. V. Hasanov, "Mathematical Optimization", IM "Bishop Konstantin Preslavski", Shumen, 2019; 3. G. Sapundjiev, M. Georgiev, “Operations Research”, Technical University of Sofia, 2013; 4. G. Gatev, “Operations Research”, TU-Sofia, 2003; 5. E. Rusev, "Quantitative methods in management - Part 1: Methods of linear programming in economics", IM "Paisii Hilendarski", Sofia, 2007; 6. I. Ivanov, "Game Theory with Economic Applications", IM "St. Kliment-Ohridski", Sofia, 2009; 7. I. Ivanov, B. Bogdanova, “Quantitative Methods: Theory and Applications”, Avangard Prima, Sofia, 2014; 8. K. Prodanova, “Guide to Mathematical Statistics”, Technical University of Sofia, 2014; 9. M. Marinov, K. Prodanova, “Probability Theory”, Technical University of Sofia, 2011; 10. M. Slavkova, Z. Tsenova, “Collection of problems in quantitative methods and statistics”, Technical University of Sofia, 2011; 11. M. Petkov, I. Ivanov, V. Hasanov, "Mathematical Optimization", IM "Bishop Konstantin Preslavski", Shumen, 2005; 12. N. Gateva, “Economic Statistics”, ed. Paradigm, 2012; 13. Slavkova M., Mathematical methods for optimization, Sofia, 2000.

DESCRIPTION OF THE COURSE

Name of the course: Design of Management Systems	Code: MBM02	Semester: 3
Type of teaching: Lectures (L) Laboratory Work (LW)	Hours per semester: L – 30 hours, LW – 30 hours	Number of credits: 5

LECTURER:

Assoc. Prof. Gergana Hristova, PhD (FM), tel.: 965 3733, e-mail: hristova_g@tu-sofia.bg
Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: Compulsory subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: “Management Systems Projecting” course of studies aims at giving the Industrial Management knowledge in the field of the management system building-up and functioning inside the business organizations.

DESCRIPTION OF THE COURSE: The lectures content includes the subsystem structure of the business organizations and the managing subsystem. An essential place has been given to the study matters concerning management technology and informational processes, technical means and equipment in the managing subsystem and their projecting. Each student is expected to write an individual course work.

PREREQUISITES: Students should use the knowledge acquired by the Economic-Managers’ subjects from their Master’s course of studies.

TEACHING METHODS: The lectures consist of: theoretical classes and group discussions on often asked questions, using examples from the business organizations managers’ practice. Slides have also been used. During the seminar drills discussions have been carried out based on tests and working out applied cases.

METHOD OF ASSESSMENT: A written exam during the exam session.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Ганчев, П., Проектиране на системи за управление, Изд. „СОФТТРЕЙД”, С., 2008; 2. Ганчев, П., Дончев, Д., Анализ и проектиране на системи за управление, С., 2005г.; 3. Ганчев, П., Организационно проектиране, С., 1999; 4. Ганчев, П., Христова, Г., Ръководство по Проектиране на системи за управление, Изд. „СОФТТРЕЙД”, С., 2020; 5. Kendall, K., Kendall, J., System Analysis and Design, Prentice Hall Inc. New Jersey, 2011; 6. Applebi, R., Modern Business Management, Pitman Publishing, L., 1994; 7. Hawryszkiewicz, I. T., Introduction to System Analysis and Design, Prentice Hall of Australia Pty Ltd., 1988.

DESCRIPTION OF THE COURSE

Name of the course: Project Management	Code: MBM03	Semester: 3
Type of teaching: Lectures (L), Laboratory work (LW)	Hours per semester: L – 30 hours, LW – 30 hours	Number of credits: 5

LECTURER:

**Prof. PhD Eng. Ognyan Andreev (FM), tel.: 965 2672, email: oandre@tu-sofia.bg
Technical University of Sofia**

COURSE STATUS IN THE CURRICULUM: Compulsory subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: Project Management course is aimed at giving knowledge for the basic managerial issues, methods and techniques that are a vital prerequisite to perform an active and adequate Project Management in the fields of production, services, implementing technological, product and managerial innovations, research and development activities etc.

DESCRIPTION OF THE COURSE: In the course, issues are covered that concern the nature and the basics of Project Management, Project Management Process Groups performed during project life cycle, Project Management Knowledge Areas, as well as the approaches, methods and techniques used through the stages of the project life cycle – the ones for planning and scheduling, resources allocating, team working and project stakeholders communicating, project proposal/progress presenting/tracking and assessment etc.

PREREQUISITES: Management, Marketing, Production Management, Human Resource Management, Finance etc.

TEACHING METHODS: Lectures are supported by multimedia, laboratory work, class discussions. Software packages are used to demonstrate PM methods and techniques. During the semester, a case study is to be developed, and defended in the end of the semester.

METHOD OF ASSESSMENT: Written exam in the end of semester – 67%, Students’ performance during the semester – 33%.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Андреев, О. (2006). Мениджмънт на проекти, Софттрейд; 2. European Commission – Aid Delivery Methods Project Cycle Management Guidelines, Brussels, 2011; 3. Heagney, J. (2011). The Fundamentals of Project Management (WorkSmart), American Management Association, 4th ed.; 4. Kerzner, H. (2013), Project Management: A Systems Approach to Planning, Scheduling, and Controlling, Van Nostrand Reinhold, 11 th ed. 5. Larson, E. W. & C. Gray, Project Management: The Managerial Process, Irwin/McGraw – Hill, 5th ed., 2011. 6. Project Management Institute, USA, A Guide to the Project Management Body of Knowledge (PMBOK Guide), 5th Edition, 2013.; 7. Wysocki, R. (2012). Effective Project Management: Traditional, Agile, Extreme, Wiley Publisher, 6th ed.

DESCRIPTION OF THE COURSE

Name of the course: Design of Business Systems	Code: MBM04.1	Semester: 3
Type of teaching: Lectures (L), Laboratory work (LW), Course work (CW)	Hours per semester: L – 30 hours, LW – 30 hours	Number of credits: 4

LECTURER:

Assoc. Prof. PhD Eng. Natalia Koleva (FM), tel.: 965 3529, e-mail: nkoleva@tu-sofia.bg
Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: Optional managerial subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The aim of subjecty to give the basic principles, methods and means for design of new and extension, reconstruction and modernization of existing business systems.

DESCRIPTION OF THE COURSE: The course includes in depth review of the issues related to the necessary initial data, stages, organization and design of the main and auxiliary units of and business system, as well as the issues of its transport, warehouses, building facilities, power facilities, etc. Special attention is played to the spatial distribution of the business system as a whole and its separate units. The task of the term paper is to provide possibility for getting practical meaning and application of the theoretical framework in business systems design.

PREREQUISITES: Basic knowledge in Organization of Production and Operations Systems, Production and Operations Management etc.

TEACHING METHOODS: Lectures are supported by multimedia. The laboratory work includes issues of the project and examples of the business system and software packages and term paper.

METHOD OF ASSESSMENT: Written exam in the end of semester – 60%, course work – 20%, Students’ performance during the semester – 20%.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Даков, И., К. Ениманев. Индустириален инженеринг. С., ”СОФТТРЕЙД”, 2006; 2. Вороненко и др. Проектирование машиностроительного производства. ISBN 978-5-358-03476-1, изд., “Дрофа”, 2009; 3. Лефтерова, Т.К. Ръководство за упражнения по "Инженеринг 2" (Индустириален инженеринг). С., ”СОФТТРЕЙД”, 2009, 4. Zandin, K.B. Maynard’s industrial engineering handbook. Editor in chief - 6th ed., Graw - Hill, Inc., 2010; 5. Tompkins, J.A., White, J.A., Bozer, Y.A., Frazelle, E.H. at all, Facilities planing, Second Edition, John Wiley and Sons, Inc., 2011; 6. ДАКОВ, И. С. Организация на производствени и операционни системи. С., ИК при ТУ-София, 2014.

DESCRIPTION OF THE COURSE

Name of the course: Marketing research	Code: MBM04.2	Semester: 3
Type of teaching: Lectures (L), Laboratory work (LW), Course work (CW)	Hours per semester: L – 30 hours, LW – 30 hours	Number of credits: 4

LECTURER:

Assoc. Prof. Ph.D. Mihail Draganov tel.: 965 3519, email: mdraganov@tu-sofia.bg
Faculty of Management in a Technical University of Sofia.

COURSE STATUS IN THE CURRICULUM: Mandatory elective subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The aim of the course is to give the Students to be able to apply specialized knowledge in the field of marketing research and in accordance with their needs to acquire and apply new knowledge in the field of marketing. It is planned to develop a course work for the purpose of practical comprehension and application of the theoretical formulations.

DESCRIPTION OF THE COURSE: Main topics: Introduction to marketing research. Need for MR. Nature and purpose of MR. Historical development and significance of MR. Types of marketing research. Program and stages of marketing research. Qualitative methods for collecting primary data. Quantitative methods for collecting primary data. Sampling approach and types of samples. Compilation of field documents. Field work on the collection of primary data. Processing and analysis of the collected data. Interpretation and presentation of MR results.

PREREQUISITES: Students must have previously studied the courses in statistics, computer science and higher mathematics.

TEACHING METHODS: Lectures, using slides, case studies, seminars and course work, work in teams, protocols and course work description preparation and defence.

METHOD OF ASSESSMENT: Two one-hour assessments at mid and end of semester (10%), course work - two off assignments (10%), exam in the form of a test (80%)

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Даков, И.С. Маркетингови изследвания. С., МП Издателство на ТУ-София, 2018. 2. Драганов, М.С. Ръководство за упражнения по дисциплината маркетингови изследвания. С., МП Издателство на ТУ-София, 2015. 3. ALVIC S.V. & R.F.BUSH. Marketing Research. 7 th. ed. 2013. 3. Желев, С. Д. Маркетингови изследвания за маркетингови решения, Издателство Тракия – М, 2000. 5. Желев, С. Д. Маркетингови изследвания, Издателство Тракия – М, 2002. 6. Кръстев, С.В. Маркетингови изследвания. Отраслова специфика. С., Институт по търговия, 1995. 7. Berekoven, L, W. Ecker, P. Ellenrieder. Marktforschung. Methodische Grundlagen und praktische Anwendung. Wiesbaden, Gabler. 1993. 4. Backhaus, K., B. Erichson, W. Plinke, R. Weiber. Multivariate Analysemethoden. Eine anwendungsorientierte Einführung. Berlin, Springer-Verlag. 1994.

DESCRIPTION OF THE COURSE

Name of the course Strategic Human Resource Management	Code: MBM04.3	Semester: 3
Type of teaching: Lectures (L), Laboratory work (LW), Course work (CW)	Hours per semester: L – 30 hours, LW – 30 hours	Number of credits: 4

LECTURER:

**Assoc. Prof. Ph.D. Olga Geraskova (FM), tel. 965 2916, e-mail ogeras@tu-sofia.bg
Technical University of Sofia**

COURSE STATUS IN THE CURRICULUM: Optional managers' subject for Professional Bachelor students in "Business Management" specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master's Degree.

AIMS AND OBJECTIVES OF THE COURSE: Discipline "Strategic Human Resource Management" aims to form knowledge about and abilities for applying the basic principles, approaches and design methods of the resource management systems in business organizations, to acquire skills for analysis and estimation of active resource management systems in business organizations, as well as for making justifiable conclusions and argumentative recommendations for improving such systems.

DESCRIPTION OF THE COURSE: Discipline clarifies the core characteristic of resource management system, its basic purposes and scope components. Also it concerns developing and improving regulations about the key components of resource management systems etc. An Individual coursework is developed during the semester.

PREREQUISITS: Basic knowledge in fundamentals of management and human resource management, etc.

TEACHING METHOD: The lectures are held by using computer and multimedia which facilitate presentation of lectures' structures, most important definitions, tables, figures and graphics. During laboratory classes, the teacher supports the Students' group in developing one topic which is already studied theoretically. To receive attestation the student have to work out all the laboratory classes.

METHOD OF ASSESSMENT: A written exam (test) during the exam session (final evaluation 65%), laboratory work evaluation (15%). and 20% course work.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Илиев, Й., Управление на човешките ресурси, Издателство Абагар, ВТ, 2008; 2. Илиев, Й., Управление чрез мотивация. УИ- ВСУ „Черноризец Храбър“, Варна, 2009; 3. Аширов, Д. А.р Управление персоналом, изд. „Проспект“, М., 2005.

DESCRIPTON OF THE COURSE

Name of the course: Labour Norming and Organisation of Work	Code: MBM05.1	Semester: 3
Type of teaching: Lectures (L), Laboratory work (LW)	Hours per semester: L – 30 hours, LW – 30 hours	Number of credits: 5

LECTURER:

Assoc. Prof. Dr. Eng. Dimcho S. Dimov, (FM) tel.: 965 2259, e-mail: ddimov@tu-sofia.bg,

Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: Optional subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: the course aim to understand the essence and the importance of the organisation and the standardization of the work for providing a part of the normative base of the operational management and to master the necessary tools for that.

DESCRIPTION OF THE COURSE: Topics are related to the main tasks of labour organisation such as division of labour, forms of labour organisation, organisation of workplaces, working environment and regime of work and rest, as well as the cost of working time, types of norms and methods are considered. Methods for research and analysis of organisation of work and time costs are presented for the rationing of labour in the enterprise.

PREREQUISTES: Production and Operating Systems Organisation and Operational Management.

TEACHING METHODS: A portable computer and a multimedia projector are needed for the lectures, other multimedia equipment and software. Seminars and laboratory exercises in which Students analyze different conditions, play simulations and serious business games. process and analyze data, design, develop and choose business solutions.

METHOD OF ASSESSMENT: Written exam – 60%, Professional Bachelor ’ performance during the semester – 25%, individual works and case studies – 15%

INSTRUCTION LANGUADGE: Bulgarian.

BIBLIOGRAPHY: Бойчук, Н., 2015. Организация и нормирование труда. М. Проспект. Лайкър, Дж., 2011. Пътят на Toyota. 14 управленски принципа от най-големия производител в света. Рой Комюникейшън. Пашуто, В. 2016. Организация, нормирование и оплата труда на предприятия. КноРус. Скляревская, В., 2012. Организация, нормирование и оплата труда на предприятия. Дашков и К. Хаджиев, Кр. 2010. Самоуправляващи се работни екипи (теория и методология). Свищов. Стопански свят. Харвард Бизнес Ревю. 2011. Високоэффективната организация. Класика и Стил. Edmondson, A. 2013. Teaming to Innovate. Jossey-Bass. Rother, M., 2018. The Toyota Kata Practice |Guide. McGraw-Hill. Каменов, К., Кр. Хаджиев, Н. Маринова. 2005. Управленският процес и екипната дейност. София. НБУ. Bridger, E. 2015. Employee Engagement Toolkit. Kogan Page. Gibson, C., S. Cohen. 2003. Virtual Teams That Work: Creating Conditions for Virtual Team Effectiveness. Wiley. Levi, D. 2013. Group Dynamics for Teams. SAGE Publications.

DESCRIPTION OF THE COURSE

Name of the course: Marketing Communications	Code: MBM05.2	Semester: 3
Type of teaching: Lectures (L), Laboratory work (LW), Course work (CW)	Hours per semester: L – 30 hours, LW – 30 hours	Number of credits: 5

LECTURER:

Assoc. Prof. Anka Cvetanova, PhD (FM), tel.: 965 3513,
e-mail: a.cvetanova@tu-sofia.bg
Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: Compulsory subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The course aims to introduce Students to the nature and importance of marketing communications, and also to the approaches, stages and issues in the practical development of company marketing programs to stimulate demand and sales and to communicate with users and the public. It is based on the concept of integrated marketing communications, examining various communication tools as elements of an overall marketing program to boost sales.

DESCRIPTION OF THE COURSE: This course discusses the theoretical and practical aspects of developing and implementing corporate strategies and campaigns for advertising, personal selling, sales promotion, direct marketing and public relations. The approaches for the generation, evaluation and selection of advertising arguments are analyzed. Marketing requirements for developing advertising message and marketing tools for sales promotions are also discussed. The course discusses also the characteristics of various advertising media, as well as the specificity of their advertising context. The main stages of the media planning are also revealed.

PREREQUISITES: Basic knowledge in marketing and marketing management.

TEACHING METHODS: Lectures (with slides, multimedia projector) and additional text materials; Seminars, that includes marketing process and situation simulations, working on problems, taking part in role games and debates.

METHOD OF ASSESSMENT: Written examination (test work for fixed time).

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: [1.] ВЕЛЕВ Мл., Маркетингови комуникации, ИК”Софтрейд”, С., 2001; [2.] AAKER D. , Myers J., Advertising Management, Prentice - Hall Inc., 1995. [3.] Belch G, Belch M., Advertising and Promotion - an Integrated Marketing Communications Perspective, Irwin. 2011 [4.] Bovee C., Arens W., Contemporary Advertising, Irwin, 1994.

DESCRIPTION OF THE COURSE

Name of the course: Company culture	Code: MBM05.3	Semester: 3
Type of teaching: Lectures (L), Laboratory work (LW), Course work (CW)	Hours per semester: L – 30 hours, LW – 30 hours	Number of credits: 5

LECTURER:

Assoc. prof. Irina Georgieva, (FM), tel.: 965-3437, email: igeorgieva@tu-sofia.bg

Assist Prof. Bilian Marinov, PhD (FM) – tel.: 965 2990, email: bilinic@tu-sofia.bg

Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: Mandatory elective management subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: This course gives Students knowledge and skills of being culture makers and culture analysts. It gives the opportunity to analyse the role played by organizational culture in the area of work and business organizations, and to consider culture as an essential element of a successful organizational development. A framework for understanding organizational identity as a cultural system is proposed in this course.

DESCRIPTION OF THE COURSE: Business organizations and cultural environment, “reading” culture: tangible and intangible, the links between culture and organizational change, culture and advertising are included in the syllabus. The main topics concern: Culture concept analysis; Artefacts, sociofacts and mentefacts; Metaphors for culture; Cultural learning; Cultural change and identification; Organization as second order group and its culture; Instrumental approach to organisational culture; Symbolic approach to organisational culture; Typologies of organizational culture; Cross-cultural analysis; Hofstede's model of cultural differences; Cultural differences and Bulgarian organizations.

PREREQUISITES: Courses in Humanities /Philosophy, Sociology or Ethics/, Economics, Organizational Behaviour.

TEACHING METHODS: Lectures, tutorials, working in small group and workshop, discussions, course work, small projects, team tasks, cases, analyzing real business situations and role-play simulations.

METHOD OF ASSESSMENT: Laboratory class work (20%), course work (essay) – (40%), and a written examination at the end of semester (40%). The exam includes individual tasks, theoretical and pragmatic questions, tests, cases, and problem solving tasks.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Alvesson, M. Understanding organizational culture. Second edition, Sage, 2013; 2. SCHEIN, A. Organizational culture and leadership. Forth edition, NY. etc. 2010; 3. Alexandrov, H. Transformation of Organizational Culture in Bulgaria. In: “EAST” – “WEST” Cultural Encounters: Entrepreneurship, Governance, Economic Knowledge”, pp 151-179. S., 2004; 4. Brown, A. Organizational Culture. Piman Publ., 1998; 5. Hofstede, G. Cultures and Organizations, L., 1998; 6. Trompenaars, Hampden-Turner, Riding the Waves of Culture, Nich.Breley Publ., 1997; 7. Bate, P. Strategies for Cultural Change. Oxford, 1994.

DESCRIPTION OF THE COURSE

Name of the course: Risk Management	Code: MBM06	Semester: 3
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

Assoc. Prof. PhD. Eng. Borislav Nikolov (FM), tel.: 965 3519, e-mail: bnikolov@tu-sofia.bg
Technical University – Sofia

COURSE STATUS IN THE CURRICULUM: Compulsory subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: Risk Management course is aimed at giving Professional Bachelor knowledge with the best practices, methods and techniques, that are a vital prerequisite to perform an active and adequate risk management in the enterprises.

DESCRIPTION OF THE COURSE: “Risk management” is a basic specializing discipline for the Professional Bachelor of “Business Administration” specialty in the Faculty of Management – TU-Sofia. The main topics concern: Introduction to risk management; The base in the risk theory; Risk management – essence and characteristic; Risk management process; Basic techniques and their applicability in the risk management process; Risk management strategy; Indicators for risk assessment (risk measurement) – selection and definition of a system of indicators for risk assessment; Management solutions and risk ; Building of a system for risk management and etc.

PREREQUISITES: Management Basics; Mathematics; Industrial Engineering; Production Engineering; Production Management; Finance and etc.

TEACHING METHODS: Lectures are supported by multimedia delivered by overheads projector. Seminars are conduct on specific topics with the group, to discuss and work out practical individual or group assignments.

METHOD OF ASSESSMENT: Final assessment is based on continuous assessment through 2 tests (80%) and current assessment during the seminars (20%).

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Габровски, Р., Индустириален риск мениджмънт, А.И. „Ценов“, Свищов, 2012; 2. Николов Б., Управление на риска при реинженеринг на бизнес процесите, ИК „Кинг“, 2016; 3. Николов Б., Управление на риска в производствените системи (Класически и алтернативни решения), Ръководство за упражнения, ИК „Кинг“, 2016; 4. Hopkin Paul, Fundamentals of Risk Management - Understanding, evaluating and implementing effective risk management, *The Institute of Risk Management*, 2010.. 5. Anderson E., Business risk management : models and analysis, John Wiley & Sons, Ltd., 2014; 6. Pritchard C., Risk Management:Concept and Guidance, Taylor & Francis Group, LLC, Fifth edition, 2015.

DESCRIPTION OF THE COURSE

Name of the course: Stock Exchanges and Operations	Code: MBM07.1	Semester: 3
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

Assoc. Prof. Dr. Balin Balinov tel.: 965-34-35, e-mail: bbalinov@tu-sofia.bg
Technically University – Sofia

AIMS AND OBJECTIVES OF THE COURSE: Optional Economic subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

DESCRIPTION OF THE COURSE: The content of the course „Exchanges and Exchange Operations“ focuses on the issues of the evolution of trade and the emergence of exchanges; The organization and the management mechanism of the stock exchange; Financial security and guarantees of stock exchange transactions; The technology of the stock exchange transaction; Quotation and franking of prices; Franking methods; Commodity exchange; Stock Exchange; Currency exchange and currency parity; Stock exchange strategies; Status and prospects of stock exchange trading in Bulgaria

PREREQUISITES: Theory of market economy / microeconomics and macroeconomics /, economics2

TEACHING METHODS: Lectures using a laptop and a multimedia projector. The semester exercises envisage work with defense of presentations and abstracts on current issues of the content of environmental management.

METHOD OF ASSESSMENT: The achievement of the set goal of the training is controlled by current assessment (2 written tests of 50% each) during the middle and the end of the semester. The assessment is formed on the basis of percentages received in the written test.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY:

[1.] ILIEV, Iv., LALEVA, Ts., Stock Exchanges and Exchange Transactions, MP TU Publishing House, S, 2003

[2.] ILIEV, I., LALEVA, Ts, “Borsi” - tests and tasks, Ed. Martilen, C, 1998

[3.] LALEVA, Ts., The securities market, S., Hristo Botev Publishing House, 1999
- Additional literature

[1.] Karakasheva L., Bl. Markova, Stock Exchanges and Stock Exchange Policy, S. Prizma, 1999

[2.] Radkov R., Money, Banks and Monetary Policy, S., Martilen, 2001

[3.] Elazarov S., Hr. Milenkov, V. Simov, Commodity exchanges, S., UI "Economy", 1996

[4.] Petkov B., Stock Trading, S., IM "Economy", 1994.

DESCRIPTION OF THE COURSE

Name of the course: Money and Banks	Code: MBM 07.2	Semester: 3
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

Assoc. Prof. Dr. Ec. Harry Nikolov – tel.: 02 965 3313, email: hnikolov@tu-sofia.bg
Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: freely elective subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: In the course „Money and banks” issues are covered, that concern basic problems of money, payment mechanism, banks and all types of bank operations and also their part and functions in the present economy. This will help future managers to make better economically and financial decisions.

DESCRIPTION OF THE COURSE: The course concerns the problems of the monetary circulation, monetary policy in the conditions of the present economy, bank institutions, analysing the different types of bank operations, etc. Attention is paid to the different types of non-cash payments, bank accounts, licensing of the banks, balance of the bank activity, etc. and even more too many current aspects like maintaining liquidity of the banks, their capital adequacy, problems of the bank control, etc.

PREREQUISITES: Microeconomics; Macroeconomics; Financial Management

TEACHING METHODS: Lectures are supported by multimedia, and seminars. At the seminars, problems are to be solved and cases too. The seminars include two test-papers, in the middle of the semester and in the end of the semester.

METHOD OF ASSESSMENT: Assessment from the seminars and running assessment. It is formed as a medium assessment from the two test-papers. Every one of them includes test questions, a theoretical question and a open question.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Младенов, М., Пари, банки и кредит, С., 2009г.; 2. Завадска, З., Иванич-Дроздовска, М., Яворски, В., Банково дело, Изд. комплекс УНСС, С., 2012г.; 3. Стефанова, П. Банки и кредитно посредничество. Издат.Тракия, 2000г.; 4. Николова, Н., Основи на финансите, Сiela, С., 2009г. 1

DESCRIPTION OF THE COURSE

Name of the course: International-economic activity of the company	Code: MBM 07.3	Semester: 3
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

Assoc. Prof. Dr. Mina Daskalova (FM), tel.: 965 3915, e-mail: minadaskalova@tu-sofia.bg,

Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: Optional subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: At the end of the course the Students are expected to obtain an extensive knowledge with maximum practical orientation in the field of international currency deals and international means of payment which are considered as a base component of the international economic activity. They are expected to be familiar with the different currency quotation and how to quote them. Thus, they will be able to compare and select the best way of financing export or import according to different market situations.

DESCRIPTION OF THE COURSE: The main topics of the course concern the basic forms for financing the participation in the international business; the main characteristics of currency deals, currency quotations and exchange rates. Also, the course focuses on calculating the price of the international credits and what kind of financing to be chosen in order to generate maximum profit. Short term financing, factoring and forfeiting as methods of export financing are included in the course too.

PREREQUISITES: The basic knowledge in the field of Business Economic, Finance, International Business is needed.

TEACHING METHODS: Lectures are supported by multimedia and seminar work include case studies, problem solving tasks, tests and discussions.

METHOD OF ASSESSMENT: Continuous assessment consists of two tests - at the middle and at the end of semester – 80% of the final grade and performance at the seminar work – 20% of the final grade.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: Василева, А., Съвременни форми на международен бизнес, НБМГ, София, 2010; Кръстева, Н., Теми и казуси по "Международен бизнес, Авангард прима," – София, 2009; Дамянов, А., Международен бизнес, Фабер, В. Търново, 2009; Масларов, С., Международни финанси, Селекта, София, 2010; Geringer, M., J. McNett, D. Ball, International Business, 2nd Edition, 2020, ISBN13: 9781259685224; Pugel, T.A., International Economics, Sixteen Edition, Mc. Graw Hill, Education, 2016.

DESCRIPTION OF THE COURSE

Name of the course: E-commerce	Code: MBMe07.4	Semester: 3
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURERS:

Assoc. Prof. PhD Orlin Marinov, tel.: 965 3234, email: o.marinov@tu-sofia.bg
Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: Optional Elective subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The aim of the course is to prepare Professional Bachelor to apply methods and tools for creating projects for construction of e-commerce solutions in accordance with the development and needs of business organizations.

DESCRIPTION OF THE COURSE: The subject "E-commerce" is an elective discipline for Professional Bachelor majoring in Business Management. Discussed issues related to nature and the main tasks of the BA and in the end of the course Professional Bachelor will know and apply and administer the e-commerce solutions in business organizations; can use the basic tools for e-commerce analytical tools as specialized concepts, indicators and dependence theory of the exchange of information related to business Management; may evaluate and design e-commerce information and organizational tools to achieve securely goals of business organizations; design reliable and secure e-commerce system; can analyze, compare and evaluate different aspects of e-commerce effectiveness and efficiency.

PREREQUISITES: “Fundamentals of Management”, “Information systems and management technologies”, Internet services and applications etc.

TEACHING METHODS: Lectures are conducted using beamer and laptop, which is designed to display the structure of the lecture, the most important definitions, tables, figures, graphs and formulas. For the seminar exercises the Professional Bachelor learn a theoretical part. In conducting seminars Professional Bachelor need to study the theoretical part and engage in performing various tasks and work independently. Individual work is developed and implemented by individual assignment during the exercises. Endorsement of the exercises is given only if the student is presented for all classes.

METHOD OF ASSESSMENT: Assessment is based on one written assessments at the mid of the semester, seminars and individual work

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: [1].Алексиева, С. Бизнес комуникации. Нов български университет. София, 2011, [2].Къминг, Т. Малкото „е”- големият бизнес. Бизнес планиране за Интернет търговия. Изд. „Класика и стил” ООД, 2006, [3].Томс, Ж., Георгиев Д. Успешен онлайн маркетинг с 65 примера от практиката.Сиела. София, 2010, [4].Цанкова Р., Станчев Вл. Л. Работа с бази от данни - в примери на Access 2003-2007 със SQL, VBA и ADO, МП Издателство на Технически Университет-София, 2007., [5].Цанкова Р., Информационни технологии в публичната администрация. Издателство на Технически университет-София, 2008., [6].Laudon, K. C., Traver, C.

DESCRIPTION OF THE COURSE

Name of the course: Financial Analysis	Code: MBM08	Semester: 4
Type of teaching: Lectures (L), Seminars (S), Course work (CW)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

**Prof. Ph.D. J. Angelova (FM) – tel.: 965 2672, email: jsa@tu-sofia.bg
Technical University of Sofia**

COURSE STATUS IN THE CURRICULUM: Compulsory subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The discipline has the aims and purposes to provide knowledge for the Professional Bachelor intended for analytical activity and application of the obtained results in the management of business organizations

DESCRIPTION OF THE COURSE: The main topics concern: Topic are considered, which represent the character, methods, tasks and stages of the complex and thematic analyses. The directions are specified for the analysis of resources, incomes and expenditures, financial result and profitableness. Special place is given to diagnostic and functional-denomination analysis.

PREREQUISITES: Required knowledge on Economics, Bases to management, Engineering, Accountant and Statistic.

TEACHING METHODS: Lectures are accompanied by visual aids – transparent, posters, etc. Seminars classes are realized according to the Guidebook and Course work description preparation and defense.

METHOD OF ASSESSMENT: Writing examination in the end of semester.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Donchev D., Analysis of the Economic activity, Softtreid, 2004; 2. Donchev D. and J. Angelova, Guidance for exercise on Analysis of the Economic activity, Softtreid, 2005.

DESCRIPTION OF THE COURSE

Name of the course: Corporate management	Code: MBM09	Semester: 4
Type of teaching: Lectures (L), Seminars (S), Course work (CW)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

**Prof. DSc Kiril Angelov (FM) tel: (02) 8195 41, e-mail: ang@tu-sofia.bg
TU - Sofia**

COURSE STATUS IN THE CURRICULUM: Compulsory subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The aim of the course is to help the Students it to be build strong and sustainable knowledge in the field of corporate management.

DESCRIPTION OF THE COURSE: Professional Bachelor receive systematic scientific knowledge in corporate management, necessary for their professional mental programming. It tracks the evolution of management theory. Current approaches and theoretical issues of current corporate management theory are presented, too. Extensive classification of managerial functions is given and functions’ scope is determined. Corporation’s objectives and criteria of efficiency are dwelled on here. Classic and modern organizational designs appropriate for corporations are described. Corporation’s information structures and systems, transforming information into basic management resource, are outlined. Generic management processes are followed: formation of managerial impacts, managerial decision-making, solving of problems and conflicts, implementation of organizational communications and change management.

PREREQUISITES: Fundamentals of Management, Foundations of Microeconomics, Fundamentals of macroeconomics, Business Economics etc.

TEACHING METHODS: Lectures are supported by multimedia, laboratory work, class discussions. Software packages are used to demonstrate PM methods and techniques. During the semester, a course work is to be developed, and defended in the end of the semester.

METHOD OF ASSESSMENT: Written exam in the end of semester – 60%, course work – 25%, performance during the semester – 15%.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: Златев В., *Мениджмънт без граници*, УИ “Стопанство”, 1999, с. 264; Nikolov. B., *The Book Corporate Management - The Most Successful Techniques*, BG-IM.MOBI, 2012, 208 pp.; Ivancevich, John M. and al., *Management: quality and competitiveness*, 1994, 660 pp.; Schermerhorn, John R., *Management*, 11^h ed. John Wiley & Sons, Inc. 2011. 482 pp.; Rao Vallabhaneni, S., *Corporate Management, Governance, and Ethics Best Practices*, John Wiley & Sons, 2008, 400 p.

DESCRIPTION OF THE COURSE

Name of the course: Modern Operations Management Systems	Code: MBM10.1	Semester: 4
Type of teaching: Lectures (L), Laboratory work (LW), Course work (CW)	Hours per semester: L – 30 hours, LW – 30 hours	Number of credits: 4

LECTURER:

**Prof. Dr. Eng. Ognyan Andreev (FM), tel.: 965 2672, e-mail: oandre@tu-sofia.bg
Technical University of Sofia**

COURSE STATUS IN THE CURRICULUM: Elective subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The course in Modern Operations Management Systems is aimed at giving Professional Bachelor further upgrading and extending knowledge in the field of Production and Operations Management that has been received during the Master degree.

DESCRIPTION OF THE COURSE: In the course, the world-class modern OM systems are studied, as well as the issues are examined about assessing current situation that is formed as a combination between the parameters of market demand from one-hand-side, and the parameters of the company’s operations capacity – from the other. Based on the situation defined, a methodology is studied for analysis and selection of the proper OM System that allows an adequate performance of the company operations system according to the market conditions.

PREREQUISITES: Industrial Engineering, Production Engineering, Operations Management, Project Management etc.

TEACHING METHODS: Lectures are supported by multimedia, laboratory work, class discussions. Software packages are used to demonstrate POM methods and techniques. During the semester, a course work is to be developed, and defended in the end of the semester.

METHOD OF ASSESSMENT: Written exam in the end of semester – 65%, course work – 20%, Professional Bachelor ’ performance during the semester – 15%.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Андреев, О. Д., Съвременни системи за производствен и операционен мениджмънт, учебник, Софттрейд, 2013; 2. Андреев, О. Д., Съвременни системи за производствен и операционен мениджмънт – Сравнителен анализ, Софттрейд, 2005; 3. Андреев, О. Д., Съвременни системи за производствен и операционен мениджмънт – Концепция за Lean Mass Customization, Софттрейд, 2009; 3. Hopp, W. and M. Spearman, Factory Physics: Foundations of Manufacturing Management, 2nd ed., McGraw-Hill Irwin, 2001; 4. Stevenson, W. (2014), Operations Management, 12th ed., McGraw-Hill Irwin; 5. Modrák, V. & Semančo, P. (2014), Design and Management of Lean Production Systems, IGI Global; 6. Lyons, A., Mondragon, A., Piller, F. & Poler, R. (2011), Customer-Driven Supply Chains. From Glass Pipelines to Open Innovation Networks; 7. Myerson, P. (2012), Lean Supply Chain & Logistics Management; McGraw-Hill Irwin

DESCRIPTION OF THE COURSE

Name of the course: Strategic marketing	Code: MBM 10.2	Semester: 4
Type of teaching: Lectures (L), Laboratory work (LW), Course work (CW)	Hours per semester: L – 30 hours, LW – 30 hours	Number of credits: 4

LECTURER:

Assoc. Prof. Ph.D. Mihail Draganov tel.: 965 3519, email: mdraganov@tu-sofia.bg
Faculty of Management in a Technical University of Sofia.

COURSE STATUS IN THE CURRICULUM: Mandatory elective subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The course "Strategic Marketing" aims to acquaint Professional Bachelor with strategic marketing planning using, strategic analysis, to be able to adequately predict, plan and organize the marketing activities of the company.

DESCRIPTION OF THE COURSE: The discipline of strategic marketing is a specialized discipline for Professional Bachelor majoring in Business Management. Issues related to the nature and main tasks of strategic marketing, strategic analysis of the marketing macroenvironment, strategic marketing analysis of the micro-marketing environment, strategic policies, procedures and strategic decisions are considered. The theoretical material includes the main modern methods and techniques used in developed countries. The practical part includes examples from the practice of local and foreign companies, cases, tasks, etc., which demonstrate the real application of strategic marketing.

PREREQUISITES: Marketing, Accounting, Statistics, Management, Economics, Game theory, History of economic theories, Engineering, Production technologies, Information theory, Semiotics and Informatics.

TEACHING METHODS: Lectures, using slides, case studies, seminars and course work, work in teams, protocols and course work description preparation and defence.

METHOD OF ASSESSMENT: Two one-hour assessments at mid and end of semester (10%), course work - two off assignments (10%), exam in the form of a test (80%)

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: R.Rosenbaum-Elliot, L.Percy, S.Peryan, Strategic Brand Management, Oxford University Press, 2018. Ф.Котлър, Х.Картаджая, И.Сетиануан. Маркетинг 4.0. София. Locus. 2019. Ф.Котлър, Х.Картаджая, И.Сетиануан. Маркетинг 3.0. София. Locus. 2010. Мл.Велев, Управление на маркетинга, Софттрейд, 2005. KRASKI, L. J. & RIMAN, L. P., Strategic Marketing (Strategy & Analysis) ADDISON-WESLEY Publishing Company, 8 ed., 2018

DESCRIPTION OF THE COURSE

Name of the course: Change Management	Code: MBM10.3	Semester: 4
Type of teaching: Lectures (L), Laboratory work (LW), Course work (CW)	Hours per semester: L – 30 hours, LW – 30 hours	Number of credits: 4

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LECTURER:

Assoc. Prof., Eng. Olga Geraskova, Ph.D (FM), tel.: 965 2916, email: ogeras@tu-sofia.bg
Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The aims and objectives of the “Change Management” course are to give Students the knowledge in Change Management.

DESCRIPTION OF THE COURSE: It is study subjects regarding to change factors, kinds of changes, stage involves subordinates, role change agent and planning and realization change methods. In detail study resistance sources and management methods

PREREQUISITES: It is needed known Personnel management

TEACHING METHODS: Lecturers present with Power Point. Seminar work with workshops under direct guidance lecturer and video films, case studies, tests and other interactive forms of education.

METHOD OF ASSESSMENT: Examination test

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Гераскова, О., “Мениджмънт на промените”, ТУ, С., 1999; 2. Гераскова, О., “Мениджмънт на промените”, Авангард Прима, С. 2013; 3. Колчагова, Б., “Мениджмънт на персонала”, ТУ, С., 2001; 3. Appeby, R., Modern Business Management, Pitman Publishing, 2001; 4. Hellriegel D., J. W. Slocum, Management, Addison-Wesley Publishing Company Inc., N. J., 2002.

DESCRIPTION OF THE COURSE

Name of the course: Customers' behaviour	Code: MBM11.1	Semester: 4
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

Assoc. Prof. Anka Cvetanova, PhD (FM), tel.: 965 3513,

e-mail: a.cvetanova@tu-sofia.bg

Assist. Prof. Stanimir Andonov, PhD (FM), tel.: 965 2259,

e-mail: stanimir.andonov@tu-sofia.bg

Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: Elective managerial course subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: Course is interdisciplinary and involves complex knowledge of psychology, sociology, economics, marketing, management and others. Main objective of the course is to develop search skills and selection of information on consumer behavior and market research marketing management organization

DESCRIPTION OF THE COURSE: The course presents the basic theoretical issues and practices, providing analysis of the behavior of the end-user as an important input in marketing management at different levels

PREREQUISITES: Basic knowledge of the fundamentals of marketing, marketing management, business economics, marketing communications, sociology and others.

TEACHING METHODS: Lectures and seminars using a laptop and beamer

METHOD OF ASSESSMENT: The final evaluation of Students is done by the formula: $28 \text{ Lecture hours} + 14 \text{ Tutorials} = 0,8.Ee + 0,2.Es$, Where is: Ee- evaluation of exam, Es- semestar evaluation.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY:

- 1.Соломон М.,Потребителското поведение, ”Изток- Запад”,С.,2011;
2. Желев С.,Младенова Г.,и др., Маркетинг, УИ“Стопанство”С., 2012;
- 3.Котлър Ф., Г.Армстронг, Въведение в маркетинга, изд.,„Класика и стил”, С., 2013;
- 4.Линдстрьом М., Биология на купуването, изд.”Изток-Запад”,С., 2011;
- 5..Кавазаци Г., Новите оръжия на маркетинга, изд.,„Ентусиаст”, 2011;
- 6.Котлър Ф.,Картаджая Х.,А.Сетиаван, Маркетинг 3.0, изд.”Lokus”, 2010;
- 7.Станкова Л., Поведение на субектите в маркетинговата среда, УИ „Стопанство”, 2006;
- 8.Solomon M., R.Polegato,Consumer Behavior,Prentice Hall,Canada.,2009;
9. Закон за защита на потребителите, ДВ, бр. 99/9.12.2005, доп. бр. 102/28.11.2008.

DESCRIPTION OF THE COURSE

Name of the course: Strategic Quality Management	Code: MBM 11.2	Semester: 4
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

Assos. Prof. Ina Nikolova-Jahn, PhD (FM), tel. 02 965 3531, email: jahn_ina@tu-sofia.bg
Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: Optional subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: Strategic Quality Management aims to acquaint the Professional Bachelor with the main problems, methods and techniques for QM Systems. This capability is an essential condition for the implementation of effective, flexible and dynamic QM Systems.

DESCRIPTION OF THE COURSE: The theoretical material covers knowledge in the following directions: the principles, techniques and models of strategic quality management, organizational mechanisms, structures and concepts for implementation

PREREQUISITES: Basis Management, Quality Management, Quality Engineering, etc.

TEACHING METHODS: Lectures are supported by multimedia, laboratory work, class discussions. The practical part includes case studies from Bulgarian and foreign enterprises.

METHOD OF ASSESSMENT: Written exam test in the end of semester.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY:

1. Дюкенджиев, Г., Р. Йорданов, Контрол и управление на качеството, Софттрейд, София, 2008,
2. Лазаров, И., Мениджмънт на качеството. ТУ - София - TUV Academie - Rheinland. София, 2001
3. Николова, И., Управление на качеството, (учебник), Кинг, 2009
4. Яръмов, К., Системи за управление на качеството ТУ - София - TUV Academie - Rheinland. София, 2001
5. Kamiske, G. F. Die Höhe Schule des Total Quality Management. Berlin: Springer-Verlag, 2003,
6. Juran, J. M., F. M. Gryna. Quality Planing and Analysis. McGraw-Hill, N. Y., 1993.
7. Masing, W. Handbuch Qualitätsmanagement. München: Hanser, 2004
8. Pfeifer, T., Qualitaetsmanagement, 2 aufgabe. Karl Hanser Verlag, Munhen Wien, 1996
9. Spath, D. Qualitätsmanagement. Karlsruhe: Wbk, 2005.

DESCRIPTION OF THE COURSE

Name of the course: Integrated Management Computer Systems	Code: MBM11.3	Semester: 4
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

**Prof. DSc. Eng. Kiril Angelov (FM), tel.: 965 2375, 965 3651, e-mail: ang@tu-sofia.bg
Technical University of Sofia**

COURSE STATUS IN THE CURRICULUM: Optional subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The aim of the course is for Students to learn and be able to apply the approaches, methods and tools for the creation and implementation of a fully integrated computerized and automated management information systems.

DESCRIPTION OF THE COURSE: This course introduces Students to the main issues, methods and techniques needed to implement the principles of the so-called. "Computer Integrated Manufacturing" and build a so-called. "Digital businesses." Deals with modern computer-based tools to support the structure of business processes in all parts of the organization and all levels. Examination of elements of advanced software solutions for the implementation of integrated computer systems for synchronizing business processes within the organization and its contacts with counterparts in the external environment.

PREREQUISITES: Business process modeling, design of control systems, project management, design of business systems and others.

TEACHING METHODS: Lectures are conducted using a laptop computer and LCD projector, a screen through which to design the structure of the lecture, the most important definitions, tables, figures, graphs and formulas. Lectures must precede the exercises. In the seminars, need to learn the theoretical part and prepare for the exercise. The assistant provides a variety of practical solutions and case studies related to the topic of the exercise.

METHOD OF ASSESSMENT: Evaluating the knowledge and skills of Professional Bachelor is complex and includes term evaluation, evaluation of extracurricular courses and evaluation session for subjects in an examination which is based on written examination (test).

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: Андронов Е, М. Александрова, Управление на операциите в производството и услугите, Университетско издателство Стопанство, 2009; Атанасова Т., Интелигентни компютърни системи, изд. "Наука и икономика", Варна, 2011 г.; Милчева П, Г. Куртева, П. Георгиева, Предимства и проблеми при използването на ERP системи в процеса на планиране, Бургас, ФЛАТ, 2010.; Нейков М.И., Р. Нейкова - Информационно-управленски системи и технологии, ЕКСИПЕС, 2006.; Темелкова, М. Контролинг в производствената организация. Колор принт. Варна, 2010.; Филипова, Н., Ф. Филипов. Бизнес моделиране. "Наука и икономика", Икономически университет - Варна, 2009; Laudon К.С., Laudon, J.P., Management information systems, managing digital firm, 7th edition, Prentice Hall, New York, 2002.; Turban, E., E. McLean, and J. Wetherbe. 2004. Information Technology for Management: Transforming Organizations in the Digital Economy. Wiley.

DESCRIPTION OF THE COURSE

Name of the course: Industrial Relations	Code: MBM11.4	Semester: 4
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

**Assoc. Prof., PhD Ralica Dimitrova (FM), tel.029652990, email: rvd@tu-sofia.bg
Technical University of Sofia**

COURSE STATUS IN THE CURRICULUM: An elective subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The aim of the course “Industrial Relations” is for the Students to obtain knowledge about the essence, the origin and the basic forms of industrial relations.

DESCRIPTION OF THE COURSE: The main topics of the course are: subjects of industrial relations, tripartite cooperation, forms of participation of the workers and employees in the management of the business, signing collective labour contracts/agreements, settlement of collective labour disputes.

PREREQUISITES: The course is based on economic and legal knowledge.

TEACHING METHODS: Lectures are supported by multimedia, slide shows and other interactive forms of education

METHOD OF ASSESSMENT: Written exam test in the end of semester – 80%, work during the seminar classes - 20 %.

LANGUAGE: Bulgarian.

BIBLIOGRAPHY:

1. Labour Code
2. Settlement of Collective Labour Disputes Act
3. Mrachkov,W., Labour law, Sibi, 2012.
4. Shopov,D.,Индустриални отношения, Тракия-М, 1999.

DESCRIPTION OF THE COURSE

Name of the course: Management of joint ventures	Code: MBM11.5	Semester: 4
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

Assoc. Prof. Gergana Hristova, PhD (FM), tel.: 965 3733, e-mail: hristova_g@tu-sofia.bg

Assist. Prof. Martin Istatkov, PhD, tel.: 965 3282, e-mail: m_istatkov@tu-sofia.bg

Technical University of Sofia

COURSE STATUS IN THE CURRICULUM: Compulsory elective subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: The training course "Management of joint ventures is to obtain Professional Bachelor knowledge, to deepen and enhance training (knowledge) on the nature and characteristics of joint ventures with foreign participation, their life cycle and management. Effectiveness of the creation of joint venture is determined by its management and operation, legislative and administrative practices in different countries of the EU.

DESCRIPTION OF THE COURSE: The discipline of Management of joint ventures is an optional subject for Professional Bachelor majoring in Business Management. The program includes: MODULE I - Nature and characteristics of joint ventures: integration of business, joint ventures - risky business venture, species, variations of their operation in international business competitiveness, establishing a joint venture - strengths and weaknesses. MODULE II - The investment climate - a prerequisite for the establishment of joint ventures: joint venture operation of the business environment in the country - host, investment attractiveness and risks. MODUL III - Managing the process of establishing joint ventures: organizational and managerial approaches to establishing the joint venture, technology study in the formation of joint ventures, management, mechanisms of interaction between the founders.

PREREQUISITES: Basic knowledge of business management, economics of enterprise financial management and commercial law.

TEACHING METHODS: Lectures are conducted in a traditional manner. Students have previously received access to the topic of a lecture at <http://sopko-tu-sofia.bg/> and in a desire on their part can use them lectures to be supplemented by explanations of the teacher.

METHOD OF ASSESSMENT: Achieving the objectives of training is controlled through a written exam. The assessment is based on the results of the written exam.

INSTRUCTION LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Boeva, B., "Management of mixed companies", New Bulgarian University, Sofia, 2005; 2. . Ball, D., Geringer, J., Mc Nett, M., Minor, M., International Business: The Challenge of Global Competition, 13th edition, McGraw – Hill, 2012; 3. Commercial law; 4. Contractual joint ventures in China: formation, evolution and operation, by Yue Wang (Sep 4, 2012); 5. Malinov, M., Joint Venture. Ed "MIELKOM", Sofia, 1995; 6. Marangozov, J. " From practice to theory of international joint ventures. Journal of the Academy of Sciences "Economic Studies" kn.2, p.44-77, 2005; 7. Marangozov, J., International Joint Ventures. Published by "Ab" Sofia 2000.; 8. Rungan, A., Collins, S., International Business, 6th edition, Pearson Education, 2012 The Globalized Lawyer: Secrets to Management Ventures, and Other Cross-Border Transaction (Nov 25, 2008). 9. The Joint Venture between Fiat and Tata Motors: A case – based analysis on joint ventures as market entry strategies, by Giovanni Spalivero, Jun 15, 2011

DESCRIPTION OF THE COURSE

Name of the course: Lean Management	Code: MBM11.6	Semester: 4
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

Prof. Dr Eng. Ognyan Andreev, tel.: 965 2994, e-mail: oandre@tu-sofia.bg

STATUS OF THE SUBJECT IN THE CURRICULUM: Optional subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE SUBJECT: After completing the course, Professional Bachelor should have theoretical knowledge and practical skills related to the improvement of the production and operational management system in the enterprise – the understanding of the consumer value of the product/service, customization of the product/service, achieving “lean” material flow, identifying the activities and resources that do not add value, eliminating all waste in the process.

DESCRIPTION OF THE SUBJECT: Main topics: origin, nature and development of Lean, defining the user's value for the product, managing the variety of products, achieving one-piece flow, identifying the activities and resources that do not add value, Value Stream Mapping, the House of Lean manufacturing, graphical tools used by Lean.

PRECONDITIONS: Production/Operations Management

TEACHING METHODS: Lectures by using slides in electronic format, presented with computer and multimedia projector, videos and visual materials. Seminars in the form of discussions and solving of case studies and problems.

METHOD OF ASSESSMENT: Current Assessment.

TEACHING LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. АНДРЕЕВ, О. (2013), Съвременни системи за производствен и операционен мениджмънт, Учебник, Софттрейд; АНДРЕЕВ, О. (2009). Съвременни системи за производствен и операционен мениджмънт – Концепция за постигане на Lean Mass Customization. Монография, Софттрейд; HEIZER, J. and b. RENDER (2016), Operations Management: Sustainability and Supply Chain Management, 10th ed., Prentice Hall; MEREDITH, J. & SHAFER, S. (2019). Operations and Supply Chain Management for MBAs, 7th ed., Wiley Publishing; KRAJEWSKI, L. and M. MALHOTRA (2020), Operations Management: Processes and Supply Chains, 12th ed., Pearson; STEVENSON, W. (2020), GOLDBERG, R. and WEISS, E.N. (2015), The Lean Anthology – a Practical Primer in Continual Improvement, CRC Press, Florida, USA; MERCADO, R. Z. and RIOS-SOLIS, Y. A. (2015) Just-in-Time Systems, Springer.

CHARACTERISTIC OF THE SUBJECT

Name of the subject Business practices and media	Code: MBM 11.7	Semester: 4
Type of teaching: Lectures, Tutorials, Exam	Work load: L – 30 hours, Tut – 15 hours, Lab - 0 hours	ECTS credits: 3

LECTURER:

Vladislav Prelezov, PhD, part-time lecturer, tel.: 965 2535,
e-mail: vprelezov@tu-sofia.bg

STATUS OF THE SUBJECT IN THE CURRICULUM: Compulsory subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE SUBJECT: After completing the course, Professional Bachelor should have theoretical knowledge and practical skills on the basics of business practices and communication, as well as knowledge of media trends, analysis of individual communication abilities, mastery of skills for presenting business projects. Acquiring skills for presenting a business plan and communication strategy, creating long-term communication concepts necessary for presenting the company's activities. Communication practices in presenting and validating new developments and introducing products on the market. Learning business ethics and behavior.

DESCRIPTION OF THE SUBJECT: Main topics: nature and development of communications - theory and practice; communication strategies; creating a project; determination of external and internal target resource; creating a budget and communication strategy plan; implementation of media products and advertising; summary and analysis of a successful communication strategy; results and communication strategy report.

PRECONDITIONS: Basics of Management

TEACHING METHODS: Lectures by using slides in electronic format, presented with computer and multimedia projector, videos and visual materials. Seminars in the form of discussions and solving of case studies and problems.

METHOD OF ASSESSMENT: Exam.

TEACHING LANGUAGE: Bulgarian.

BIBLIOGRAPHY: 1. Християн Стоилков - Лидер в презентациите – 2022 г. 2. Дейл Карнеги – Изкуството да говорим пред другите – „Изток - Запад“ - 2019 г. 3. Бранд Пинвидич – Имате три минути – кажете по-малко, постигнете повече – Locus – 2021 г. 4. Гришъл Джанър – Изкуството да говорим – Locus – 2021 г. 4. Каръл Флеминг – Сериозно за несериозните разговори – Разговорите за дреболии изобщо не са дреболия - Издателство „Август“ – 2021 г. 5. Десислава Каменова – Медиация и невербална комуникация – Труд – 2021 г. 6. Микаел Крогерус, Роман Чепелер - Книга на комуникацията – как да се разбираме по-добре – Книгомания – 2021 г. 7. Силке Шнайдер-Флег – Етикет за всеки ден - какви са правилата на съвременното общуване - от Фейсбук до корпоративния интранет и мобилните технологии – Софт Прес – 2018 г. 8. Марк Гоулстон - Просто слушай: Открийте тайната за достигането до абсолютно всеки – АлексСофт – 2020 г. 9. Проф. д.ф.н. Донка Александрова - УИ „Св.Климент Охридски „ - Обща и сравнителна реторика - УИ „Св.Климент Охридски „ – 2020 г.

DESCRIPTON OF THE COURSE

Name of the course: Leadership and Team Management	Code: FaMBMe01	Semester: 4
Type of teaching: Lectures (L), Seminars (S)	Hours per semester: L – 30 hours, S – 15 hours	Number of credits: 3

LECTURER:

**Assoc. Prof. Dr. Eng. Dimcho S. Dimov, (FM), e-mail: ddimov@tu-sofia.bg,
Technical University of Sofia**

COURSE STATUS IN THE CURRICULUM: Optional subject for Professional Bachelor students in “Business Management” specialty, at the Faculty of Management, Technical University of Sofia, Complementary training for Master’s Degree.

AIMS AND OBJECTIVES OF THE COURSE: Leadership and Team Management aims to provide Professional Bachelor with the most recent knowledge and practical skills to form, build and lead highly effective organizational teams, improve their teamwork skills and develop the key leadership competencies which they need to manage successfully a business organization.

DESCRIPTION OF THE COURSE: The course introduces Students to the newest principles of leadership and collective organization of work; binds leadership theory to the behavioral attitudes of the individual by studying the models and situations that form the leadership behavior for successful business management. Through the discipline Students will be able to gain practical knowledge of the role of the manager-leader, who is a key factor in the success of a project team and the business organization.

PREREQUISTES: Management Theory, Organizational Behavior, Human Resource Management.

TEACHING METHODS: A portable computer and a multimedia projector are needed for the lectures. The seminars include role-playing and business games, teamwork, team leadership, case studies and discussions in which informed management decisions are made.

METHOD OF ASSESSMENT: Written exam during the semester – 60%, Student’ performance during the semester – 25%, Students’ individual works and case studies – 15%

INSTRUCTION LANGUADGE: Bulgarian.

BIBLIOGRAPHY: Дракър, П. 2003. Ефективният ръководител. Класика и Стил; Ленсиони, П. 2013. Преодоляване на петте основни слабости при работа в екип. С., Изток-Запад; Хаджиев, Кр. 2010. Самоуправляващи се работни екипи (теория и методология). Свищов. Стопански свят; Уитмор, Дж. 2012. Коучинг за високи постижения. НЛП България; Харвард Бизнес Ревю. 2006. Изграждане на ефективни екипи. Класика и Стил; Харвард Бизнес Ревю. Христова, Т., Т. Христов, С. Христов. 2006. 10-те златни правила за работа в екип. Сиела; Armstrong, M. 2016. Armstrong's Handbook of Management and Leadership for HR. Kogan Page; Bridger, E. 2015. Employee Engagement Toolkit. Kogan Page; Gibson, C., S. Cohen. 2003. Virtual Teams That Work: Creating Conditions for Virtual Team Effectiveness. Wiley; Gordon, J. 2018. The Power of a Positive Team: Proven Principles and Practices That Make Great Teams Great. Wiley; Jones, G. 2014. Top Performance Leadership. How to; Hawkins, P. 2018. Leadership Team Coaching in Practice Case Studies on Developing High-Performing Teams. Kogan Page; Levi, D. 2013. Group Dynamics for Teams. SAGE Publications Maxwell, J. C. 2014. Good Leaders Ask Great Questions Your Foundation for Successful Leadership. Center Street.