

FACULTY OF ECONOMICS AND SOCIAL SCIENCES

COURSE	PROFESSOR	SEMESTER	LANGUAGE/ LEVEL	ECTS CREDITS	STUDY LEVEL	COURSE DESCRIPTION
GEOECONOMICS	D. Angelov	W	BG, EN/B1	5	Bachelor	This course introduces the basics of macroeconomic and spatial problems within natural resource sectors, human and labor resources, geodemography, urban economies, international business relations and corporate structure. Special attention is paid to the integration of economies and globalization processes.
MICROECONOMICS	I. Ignatov	W,S	BG, EN/B1	7	Bachelor	The aim of this course is to delve into the individual market relations. The study of the complexity of the market system starts from acknowledging the basic economic principles through the behaviour of the individual economic agents to the various product and factor market structures. The course ends with the topics of the General market equilibrium and Market failures which capture the interdependence of the economic system building blocks.
SOCIAL POLICY	B. Madhzurova	S	BG, EN/B1	5	Bachelor	This course introduces the principles of social policy. Provides the students with the educational background to the social policy. It builds on macroeconomic theory and public sector economics. Common phenomena such as poverty, unemployment, inequality are considered.
LABOUR ECONOMICS	S. Raychev	W,S	BG, EN/B1	7	Bachelor	This course is an introduction to labor economics with an emphasis on macroeconomic theory and empirical analysis of trends and facts. The course underpins the public policy and the role of public interventions in labor market. Topics to be covered include labor supply and demand, equilibrium, minimum wages, population, human capital, poverty, inequality, unions and strikes, and unemployment.

HUMAN RESOURCE MAN	S. Raychev	W,S	BG, EN/B1	7	Bachelor	This course studies the management of the human resource in the organization. Human Resource Management course includes the process of recruitment and selecting employees, providing orientation, training and development, assessment of employees, providing compensation and benefits, motivating, maintaining proper relations with employees and with trade unions, maintaining employees safety, welfare and healthy measures in compliance with labor laws of the country.
MACROECONOMICS	D. Stoyanova	W,S	BG, EN/B1	7	Bachelor	This course introduces an overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, and inflation. Special emphasis is placed on the measurement of national economic performance, alternative explanations of short-run economic fluctuations and long-run economic growth, money and credit, fiscal and monetary policy.
ECONOMICS	S. Raychev, D. Stoyanova	W,S	BG, EN/B1	7	Bachelor	The course is an introduction to Economics. The economics studies the scarcity, how people use resources, and the decision-making economic process. The course gives answer to the question how we satisfy our wants and needs with the limited resources we have. The major topics are the markets, the money and goods demand and supply, the bank system and government economic policy, the income, employment, growth and welfare.
COMBINATIVE APPROACH	M. Ruseva	S	BG, EN/B1	7	Bachelor	The goal of this course is to give the student an understanding of how statistics can fit in real life problems. Topics include elementary descriptive techniques, probability, sampling, estimation of parameters, hypothesis testing, investigating the existence of dependence and independence between variables and time series analysis.

INFORMATION SYSTEMS AND TECHNOLOGIES (MANAGEMENT INFORMATION)	G. Ilieva	W,S	BG, EN/B1	7	Bachelor	Students will gain an insight into the concepts of management information systems and will explore information technologies tools and techniques that align with organizational demands and needs.
ELECTRONIC GOVERNMENT	G. Ilieva	S	BG, EN/B1	5	Bachelor	The purpose of the course is for students to understand the concepts, development, and application of e-government, while getting acquainted with the current state, problem areas, and new tendencies in e-government.
FINANCIAL ACCOUNTING	G. Nikolov	W/S	BG, EN/B1	7	Bachelor	This course introduces double-entry bookkeeping and covers selected topics in financial reporting. Students will learn how to prepare basic financial statements in accordance with International Financial Reporting Standards.
REAL OPTIONS ANALYSIS	S. Kabaivanov	W	BG, EN/B1	5	Bachelor	This course introduces real options, option valuation methods and applications of real options in investment analysis. Students will learn how to discover options embedded in investment decisions and assess risks.
ECONOMICS OF ENTERPRISE	M. Angelova	S	BG, EN/B2	7	Bachelor	This course introduces the structure of an enterprise, business planning, financial evaluation of the enterprise, elaboration of a production program, enterprise resource planning, assets, investments, innovation program, etc.
INTERNATIONAL TRADE	P. Zhelev	S	BG, EN/B1	6	Bachelor	The purpose of this course is to provide an analytical framework that can be used to study international trade and enable students to discuss relevant international economic issues. In this study of international trade, we explore a series of important trade issues, including but not confined to: What is the basis for trade? What are the effects of trade? Who gains and who loses from free trade? What factors impede trade flows? What is the impact of public policy that attempts to alter the patterns of trade?

MARKETING	Y. Dzhabarova	S	BG, EN/B1	7	Bachelor	The course gives knowledge in the basics of Marketing, covering the major topics as: the marketing principles and concepts; the strategic marketing planning; the marketing environment; the marketing information system and research; the consumer behavior models, marketing segmentation, targeting and positioning; marketing instrumentation: product policy, price policy, distribution policy, promotion policy.
CONSUMER BEHAVIOUR	Y. Dzhabarova	W	BG, EN/B1	5	Bachelor	The course is related to the main issues determining consumers in the marketplace, defining them as individuals and decision makers, interacting with different cultures, subcultures and referent groups in the buying process.
INTERNET MARKETING	G. Illieva	W	BG, EN/B1	5	Bachelor	In this course, students will study theoretical and practical aspects of developing and implementing company strategies for online advertisement, stimulating sales, direct marketing, etc.; characteristics of various advertisement tools and the peculiarities of their online use, etc.
ELECTRONIC COMMERC	G. Illieva	W,S	BG, EN/B1	4	Bachelor	By the end of the course, students will be acquainted with the major e-commerce models and main characteristics of e-sales, purchases, finance, marketing, etc.
POLITICAL CULTURE	D. Pastarmadzhieva	W	BG, EN/B1	5	Bachelor	The course examines and explains the cultural conditioning of the political process. The historical foundations of the theory of political culture and its contemporary interpretations are considered. The course aims to acquaint students with the foundations on which the concept is based, with possible approaches to the study of a national political culture and its fragmentation.

PARLIAMENTARISM AND	D. Pastarmadzhiev	S	BG, EN/B1	4	Bachelor	The course examines the fundamental importance of parliamentary governance and the rule of law for the development and sustainability of modern democratic societies. Examined are the historical foundations of Parliamentarism and the constitution as basic legislation act setting the framework in which the national legislature operates. A definition and the essential characteristics of "rule of law" are studied. The course also explores strengths and weaknesses of parliamentary government.
COMPARATIVE POLITICS	D. Pastarmadzhiev	S	BG, EN/B1	6	Bachelor	The course "Comparative Political Studies" covers methodology, opportunities and specific methods for practical application of the comparative approach in political studies. It explores the historical development of comparative political studies and the formation of their modern shape and characteristics. Students are presented specific methodological aspects of comparative approach in politics and the phenomena that can be studied. During the seminars, students get acquainted with examples of comparative political studies.
ELECTIONS AND ELECTO	D. Pastarmadzhiev	W	BG, EN/B1	6	Bachelor	The course examines the place and role of elections in modern political systems. The course allows students to learn about the historical development of electoral legislation and the right of citizens to vote and to be elected. The main part of the course focuses on the main types of electoral systems (majoritarian, proportional or mixed), and their variations. Moreover, the specific methods for calculation of election result are examined.

POLITICAL SCIENCE	D. Pastarmadzhieva	S	BG, EN/B1	4	Bachelor	The course aims to familiarize students with basic terms and concepts in the field of political science, including power, politics, state, political system and regime, political ideologies, etc . Moreover, it explores the varieties of political systems and regimes, as well as specific institutions of power. Various socio-political processes and their specifics are presented. Students get acquainted with the structure and functioning of the European Union as a unique organization.
DEMOGRAPHY	M. Sougareva	W/S	BG, EN, FR	5	Bachelor	The complexity of the demographic phenomena is explained. Measures of fertility, mortality and migrations are taught. The demographic transition theory is explained.
DEMOGRAPHY AND POPULATION POLICY	M. Sougareva	S	BG, EN, FR	5	Bachelor	The aim of the course is to explain the population trends, their causes and consequences on the society. The population policies in various countries are presented and discussed.
ECONOMIC DEMOGRAPHY	M. Sougareva	S	BG, EN, FR	5	Bachelor	The relations between population and economic developments are studied. Demographic indicators and methods are taught. The demographic and economic data about fertility, mortality and migrations are used for application of specific demo-economic models.
MATHEMATIQUES APPLIQUEES	E. Russev	W	BG,FR	4	Bachelor	On considere des notations generales et leur application en economie.
METHODES QUANTITATIVES APPLICABLES A LA GESTION	E. Russev	S	BG,FR	4	Bachelor	La programmation lineaire est formee comme une direction distincte pour analyse des operations. Celle-ci examine des methodes pour resoudre des problemes d'optimisation avec des contraintes lineaires et la fonction de cout lineaire.

MARCHES FINANCIERS	G. Taneva	S	BG, FR/B1	5	Bachelor	Ce cours vise à développer chez les étudiants une compréhension approfondie dans le domaine des marchés financiers (les opérations du marché primaire et secondaire). Il est articulé autour de trois grandes parties: les marchés de capitaux (le marché obligataire et le marché d'actions), le marché monétaire et les changes et le marché des dérivés (le marché d'options, swap, marché de future et forward).
MACROECONOMIE	V. Ivanova	S	BG, FR/C1	7	Bachelor	Le cours introduit les principes principaux des relations macroéconomiques et les conditions d'équilibre, ainsi que fonctionnement des politiques fiscales et monétaire.
ECONOMIE INTERNATIO	V. Ivanova	S	BG, FR/C1	6	Bachelor	Le cours met en évidence le fonctionnement d'une économie ouverte et l'influence de commerce internationale, des mouvements des capitaux et de taux de change pour modifier l'équilibre macroéconomique.
PUBLIC FINANCE	Ludmila Mermerska	4	BG, EN/B1	6	Bachelor	The course focuses on government revenues and expenditures. It is based on the textbook "Public finance" by Harvey S. Rosen and is divided into two parts: - public expenditures (public goods, externalities, income redistribution - conceptual issues, social expenditure programs, social insurance cost benefit analysis); - analysis of government revenues and tax analysis (taxation and income distribution, taxation and efficiency, efficient and equitable taxation).
ADVANCED ECONOMETR	S. Kabaivanov	S	BG, EN/B1	6	Master	This course introduces advanced methods in econometrics, including time series analysis of financial data, basic use of stochastic processes in financial data analysis.

CORPORATE GOVERNANCE	P. Tchipev	S	BG, EN/B1	6	Master	The course deals with the transitional problems of the former socialist countries emphasizing the corporate governance issues. It studies them in historical and comparative perspective matching it with the requirements, institutions and development of their counterparts in countries with well established markets. The course takes the OECD Principles as a standing point and deals with theoretical as well as with more practical issues, going at certain problems to country case studies.
INFORMATION SYSTEMS AND TECHNOLOGIES IN MARKETING	G. Ilieva	W	BG, EN/B1	6	Master	This course is focused on the main methods for automatic organization, processing, modelling and forecasting marketing data; the characteristics of IT marketing tools and their use, etc.
PRACTICAL BUSINESS ANALYSIS BY USING R PROGRAMMING LANGUAGE	G. Ilieva	W	BG, EN/B1	6	Master	In this course, students will get acquainted with the capabilities of R for extracting, transforming, loading and presenting business data. At the end of the course, students will be expected to be able to utilize plotting and statistical analysis capabilities available in R packages.
MANAGEMENT ACCOUNTING	Georgieva, G. Nikola	W/S	BG, EN/B1	6	Master	This course covers basic topics in management and cost accounting. Students will develop sound understanding of basic cost accounting principles from managerial perspective and get practical insights into the budgeting process as a tool for planning and control.