COURSES IN FOREIGN LANGUAGES for ERASMUS INCOMING STUDENTS

at Sofia University

2018/2019 academic year

Faculty of Economics and Business Administration

Faculty coordinator: Assoc. Prof. Marcellin Yovogan, myovogan@feb.uni-sofia.bg

Programme

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Seminars Seminars	Practical sunor work	Lecturer/s's name	Lecturer/s's E-mail
3101	MICROECONOMICS I (PART 1 AND 2)	English	BA	Winter	9	60	60		Assoc. Prof. Teodor Sedlarski	sedlarski@feb.u ni-sofia.bg

Short description of the course (in the language of instruction): The course is designed for students in their first year. Introduces basic topics and concepts. Market price, general equilibrium, demand and supply curve, alternative price, elasticity, marginal utility, indifference curve, perfect and imperfect competition, maximization of public utility.

Requirements for enrollment: YES/NO

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/ John Seminars	Practical sum work	Lecturer/s's name	Lecturer/s's E-mail
3017	PRINCIPLES OF STATISTICS (PART 1)	English	BA	Winter	4	30	30		Prof. Georgi Chobanov	georgech@feb.u ni-sofia.bg

Short description of the course (in the language of instruction): Aim of the course: approaches, methods and tools for collection, analysis and processing of data, modeling and study of business processes and phenomena. Content: axiomatic theory of probability including probability spaces, random variables, random processes, point estimation, confidence intervals, hypothesis tests.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numb	er of h	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3022	PUBLIC FINANCE	English	BA	winter	6	45	30		Assoc. Prof. Kaloyan Ganev	k ganev@feb.u ni-sofia.bg
3072		French	BA						Assoc. Prof. Marcellin Yovogan	myovogan@feb. uni-sofia.bg

The Public Finance course provides the basic concepts and theoretical constructs of public sector economics. The topics include public goods, externalities, foundations of public choice theory, taxation, etc. Basic models for fiscal policy analysis, automatic fiscal stabilizers, and independent fiscal institutions are also discussed.

Le cours de finances publiques fournit les concepts de base et les concepts théoriques de l'économie du secteur public. Les thèmes comprennent les biens publics, les externalités, les fondements de la théorie des choix publics, la fiscalité, etc. Des modèles rudimentaires pour l'analyse de la politique budgétaire, les stabilisateurs budgétaires automatiques et les institutions fiscales indépendantes sont également discutés. Les étudiants seront capables d'identifier correctement le rôle du gouvernement dans l'économie, d'analyser le statut et les tendances en fonction des variables budgétaires fondamentales, d'évaluer correctement les effets attendus des changements dans la politique budgétaire, le fonctionnement des stabilisateurs automatiques, etc.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numl	er of ho	ours		
Course	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3115	ANALYSIS AND FORECASTING OF ECONOMIC TIME SERIES	English	BA	winter	7	30	30		Assoc. Prof. Boyan Lomev	lomev@feb.uni- sofia.bg

The Course is designed for Bachelor students from Economics Programme. The basic aim is to present contemporary theory of Time Series Analysis and Forecasting. Key aspect is the application of statistical and econometrics methods to real-life economic data, using Matlab software environment.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

Carres		Course offered				Number of hours				
Course	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
И228	DATA ANALYSIS WITH SPSS/PSPP	English	BA	winter	4	30	45		Assoc. Prof. Ralitsa Simeonova – Ganeva	r ganeva@feb. uni-sofia.bg

The course provides a logical continuation of economics, business, statistics and econometrics courses. Course objective is development of

practical skills in survey data analysis using popular software packages in business and academics (SPSS and its open source equivalent – PSPP). Course topics cover basic concepts, applications and practical examples of survey methods, data processing, parametric estimation, and nonparametric testing in business and economic research. Seminars are focused on application of studied techniques with real life data from Bulgaria and other EU countries using SPSS/PSPP. Students have a possibility to apply survey data analysis methods while developing their own individual research project.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numb	er of ho	ours		
Course	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3103	INFORMATION TECHNOLOGIES AND SYSTEMS	English	BA	winter	6	60	30		Assoc. Prof. Krasimira Shvertner	shvertner@feb. uni-sofia.bg

Short description of the course (in the language of instruction): The program combines the capabilities of information technology and systems with economic data analysis, business management systems as well as contemporary trends and perspectives in information technology. The course provides students with the basic concepts of Cloud computing or cloud computing, providing a comprehensive concept for building a homogeneous environment through cloud-based services such as SaaS, PaaS and Infrastructure as a Service (IaaS), to familiarize themselves with the ITIL methodology and with the most commonly used business information systems.

Requirer	nents for enrollment: YES/NO					
If any, pl	ease describe the specific require	nents:				
		(Course	ECT S	Number of hours	

Course	Course title (in English)	Language of instruction	offered to BA/BS, MA/MS, PhD	Semester		ectures	Exercises/Semina rs	ractical work	Lecturer/s's name	Lecturer/s's E-mail
3082	CORPORATE FINANCE	French	BA	winter	4	30	30	<u>a</u>	Assoc. Prof. Marcellin Yovogan	myovogan@feb. uni-sofia.bg

Short description of the course (in the language of instruction): La discipline du financement des entreprises est l'une des plus importantes étudiées à la Faculté d'économie. Il couvre les tendances actuelles de la gestion financière des entreprises et des organisations. L'attention est portée aux sujets liés à la finance comportementale, à la gestion des flux de trésorerie, aux regroupements d'entreprises, etc.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course			Numb	er of ho	ours		
Course	Course		offered to				mina			
code	title	Language	BA/BS,	Semester			/Semi	work	Lecturer/s's	Lecturer/s's
	(in English)	of instruction	MA/MS, PhD		ECTS	Lectures	Exercises/ rs	actical .	name	E-mail
3052	MATHEMATICS I	German	BA	winter	5	30	30		Vesela Mihova	

Short description of the course (in the language of instruction): Analytische Geometrie: das Konzept der Kurvengleichung, Koordinatentransformation und Elementarprobleme; Geradlinige und zweiter Grad Kurven in der Ebene; Beispiel für lineare Programmierung; Analytische Geometrie im Raum; Beispiele aus der Theorie des Wertpapierportfolios. Lineare Algebra: lineare Vektorräume; Lineare Abhängigkeit und Basis; Sätze von linearen Gleichungen; Lineare Transformationen und Matrizen; Skalarprodukt; Quadratische Formen; Leontev-Modelle. Reelle Zahlen, Sequenzen und Grenzen. Calculus (Funktionen einer einzelnen reellen Variablen): Grenzen; Kontinuierliche Funktionen; Derivate und Differenzen - Definition, analytische und geometrische Bedeutung; Derivate und

Funktionstests; Taylor-Erweiterung; Das Konzept des Risikos und des Sturzes. Grundmodelle in der Wirtschaft.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numb	oer of h	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3011	MONEY, BANKING AND FINANCIAL MARKETS	English German	BA	winter	7	60	30		Ch. Asst. Georgi Ganev, Ph.D. Prof. Ralf Anderegg –	g.ganev@feb.un i-sofia.bg
									guest lecturer	

Short description of the course (in the language of instruction): The course in money and banking introduces students to the topic of monetary analysis and monetary policy. Money, their importance for modern economy, the financial system and the system of monetary policy, the mechanisms of action of various modern financial instruments are among the main topics that the course covers in depth. The course uses generalized models of the functioning of the economy to achieve an analysis of the latest theories of money and monetary policy. The practical examples are based on the experience and data of Bulgarian economy.

Der Kurs in Geld und Banking führt die Studierenden zum Thema Monetary Analysis und Geldpolitik ein. Geld, ihre Bedeutung für die moderne Wirtschaft, das Finanzsystem und das System der Geldpolitik, die Handlungsmechanismen verschiedener moderner Finanzinstrumente gehören zu den Hauptthemen, die der Kurs in der Tiefe umfasst. Der Kurs verwendet allgemeine Modelle der Funktionsweise der Wirtschaft, um eine Analyse der neuesten Theorien der Geld- und Geldpolitik zu erreichen. Die praktischen Beispiele basieren auf den Erfahrungen und Daten der bulgarischen Wirtschaft.

Requirements for enrollment: YES/NO

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			Course offered			Number of hours				
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
И007	BUSINESS ENGLISH	English	BA	winter	4	30	30		M. Tsaneva	

Short description of the course (in the language of instruction): It is English for Specific Purposes course at an advanced level. The themes are organized around the activities of a given company operating on the international and domestic markets. By looking in detail into the different aspects of the firm, corresponding thematic fields and related terminology are covered.

The above is illustrated by making a comparison of the work of two companies: an American one and a British one with the Bulgarian reality. The texts are selected to suit the needs of the course by focusing on language use. Students are contributing by bringing in the specific knowledge they have acquired so far.

Requirements for enrollment: YES/NO

			Course offered			Numb	er of ho	ours		
Course code	Course		to				emina	Ā		
Couc	title	Language of	BA/BS, MA/MS,	Semester			∞	l work	Lecturer/s's name	Lecturer/s's
	(in English)	instruction	PhD		ECTS	Lectures	Exercises rs	Practical		E-mail
3008	MACROECONOMICS I –	English	BA	summer	4	30	30			g.ganev@feb.un
	Part One								Georgi Ganev, Ph.D.	<u>i-sofia.bg</u>

supply, r theoretic economy based on Requirer	scription of the course (in the land macroeconomic indices and policy cal issues discussed during the lect as a whole, as theory and practic the experience and data of the B ments for enrollment: YES/NO lease describe the specific require	are introductures. They also be, is the subjectulgarian econ-	ed, defined so provide t ect of partic	and analyze the foundation	d. The sons for	semina econon	rs offer nic mod	a more	e practical approac nd analysis. The in	h to the npact of the
Course code	Course title (in English) ADVANCED FINANCIAL ANALYSIS	Language of instruction English	Course offered to BA/BS, MA/MS, PhD	Semester winter	4 ECTS	Numb	Exercises/Semina rs	Practical work	Lecturer/s's name Assoc. Prof. Marcellin	Lecturer/s's E-mail myovogan@feb. uni-sofia.bg
analysis compani Requirer	scription of the course (in the lange of the company's financial condition es forecasting and detection of posterior enrollment: YES/NO lease describe the specific requires	ion. Obtain protein tentially fallin	roficiency i	n: creative a	ccount	ing, ma	-	ion of 1	O	O

Course	Course		offered				na			
code	title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester		Lectures	Exercises/Seminars	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3076	HUMAN RESOURCES MANAGEMENT AND DEVELOPMENT	French	BA	winter	6	45	45	Cou rse proj ect	Prof. Zhelyu Vladimirov	jeve@feb.uni- sofia.bg

Short description of the course (in the language of instruction): This course is designed to provide basic knowledge and skills needed in a HR department. Topics such as personnel planning, hiring and selection, assessment, promotion, remuneration and motivation, career development, training and qualification, work environment safety, industrial relations and other are discussed during the course. Teaching is divided into lectures and seminars. Each topic starts with a rather short theoretical part which defines the main concepts (definitions, relations, tools and etc) followed by a more extensive "practical" part which will train skills for the successful realization of the HRM functions. The lectures present the development of theoretical concepts, approaches and methods in HRM, while seminars are more practically oriented towards qualitative and quantitative research methods, communication and presentation skills, and work with various documentation samples. Simulations of a real work environment are used: personnel structure, compensation schemes and other.

Requirements for enrollment: YES/NO

			Course offered			Numb	er of h	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3083	PRINCIPLES OF STATISTICS – part 1 PRINCIPLES OF STATISTICS – part 1+part 2	French	BA	winter winter+ summer	8	30 60	30 60		Assoc. Prof. Vera Angelova	vangelova@feb. uni-sofia.bg

PRINCIPLES OF STATISTICS – part 2		summer	3	30		

Short description of the course (in the language of instruction): Les méthodes modernes de statistiques mathématiques ont été développées au cours du siècle dernier grâce à la réalisation des techniques informatiques et au développement de la théorie des probabilités. Par conséquent, la théorie de la probabilité, sous une forme ou une autre, fait partie de chaque cours de statistiques ou devrait être étudiée à l'avance. Dans ce cours, la théorie de la probabilité est donnée à la place qu'elle mérite, non seulement parce qu'elle est à la base des statistiques, mais aussi parce que la théorie de la probabilité est le fondement sur lequel de nombreuses théories économiques modernes sont construites. Il est impossible d'avoir une idée de la théorie et de la pratique économiques contemporaines sans clarifier les concepts probabilistes tels que l'incertitude, le risque, les attentes rationnelles et etc.

Par conséquent, la première partie du cours examine la construction de la théorie axiomatique de la probabilité, y compris les espaces de probabilité, les variables aléatoires, les processus aléatoires et leurs propriétés, et les lois fondamentales comme la loi des grands nombres et le théorème de la limite centrale.

La deuxième partie présente les principales méthodes statistiques modernes de l'estimation ponctuelle des paramètres, des vérifications des hypothèses statistiques et des intervalles de confiance.

Requirements for enrollment: YES/NO

			Course offered			Numb	oer of h	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3076	ECONOMIC HISTORY – part I	French	BA	summer	4	30			Assoc. Prof. Sonia Georgieva	sonia@feb.uni- sofia.bg

Short description of the course (in the language of instruction): L'histoire économique est une science interdisciplinaire combinant dans une
large mesure une recherche fondamentale et appliquée. Sa méthodologie utilise à la fois l'approche abstraite théorique et l'approche historique
concrète et ses résultats s'appliquent également au passé, au présent et à l'avenir.

Les conférences sur l'histoire économique générale suivent les principales étapes du développement de l'histoire économique mondiale en mettant l'accent sur son interprétation économique, ses aspects théoriques et ses résultats réels. En résumant l'expérience historique de l'humanité, l'histoire économique est une condition préalable à une évaluation plus réaliste du passé proche et plus lointain et du développement moderne

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

Course	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	ECTS	Numl	Exercises/Semina for John Semina for Land Semi	actical work	Lecturer/s's name	Lecturer/s's E-mail
И053	INTRODUCTION TO ACCOUNTING ANALYSIS	French	BA	summer	2	30			Assoc. Prof. Marcellin Yovogan	myovogan@feb. uni-sofia.bg

Short description of the course (in the language of instruction): Le cours couvre les aspects essentiels et les spécificités du modèle comptable français. Les étudiants obtiennent des connaissances qu'ils peuvent utiliser dans l'acquisition de disciplines telles que: gestion des dépenses d'entreprise, finances publiques et d'entreprise, analyse financière de l'entreprise

Requirements for enrollment: YES/NO

Course	Number of hours	

Course	Course		offered				ina			
code	title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester		Lectures	Exercises/Semi rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
И013	BUSINESS ETIQUETTE	German	BA	summer	2	30			G. Furkova	

Short description of the course (in the language of instruction): Das Ziel des Kurses ist es, Studenten mit kultureller gesteppter Hintergrundkommunikation zwischen Partnern aus unterschiedlichen kulturellen Hintergründen bekannt zu machen. Die Hauptaufgabe besteht darin, die Normen, Werte, Verhaltensweisen und Emotionen zu verstehen, die einen direkten Einfluss auf die Kommunikation haben. Der Kurs erweitert die Kommunikationsfähigkeit durch die Einführung und Bekanntheit der Studierenden mit dem etablierten Normenverhalten und den erwarteten Reaktionen im Geschäftsumfeld.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	ECTS	Numb	Exercises/Semina by go to the second	actical work	Lecturer/s's name	Lecturer/s's E-mail
И066	APPLIED STATISTICS	French	BA	summer	2	30	E _X	Pr	Assoc. Prof. Vera Angelova	vangelova@iit.b as.bg

Short description of the course (in the language of instruction): Les jalons et les critères d'évaluation des hypothèses et de prise de décision. Introduction aux théories des tests. Formation avec logiciel

Requirements for enrollment: YES/NO

			Course offered			Numb	er of h	ours		
Course	Course		to				ina	v.		
code	title	Language	BA/BS, MA/MS,	Semester			%Ser	work	Lecturer/s's	Lecturer/s's
	(in English)	of instruction	PhD		ECTS	Lectures	Exercises/Semina rs	Practical	name	E-mail
И063	FUNDAMENTALS OF COST MANAGEMENT	French	BA	summer	2	30			Assoc. Prof. Marcellin Yovogan	myovogan@feb. uni-sofia.bg

Short description of the course (in the language of instruction): Les principaux points de l'étude de la discipline ont été associés à différentes méthodologies pour calculer le coût du produit ou service et pour corriger l'analyse de l'efficacité du travail effectué par l'entreprise.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	ECTS	Numb	Exercises/Semina of god so	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3060	PRINCIPLES OF ECONOMETRICS	German	BA	summer	OH 5	97 45	30 XX SI	Pr	Prof. Georgi Chobanov/ Bozhidar Nedev	georgech@feb.u ni-sofia.bg bozhidar.nedev @feb.uni- sofia.bg

Short description of the course (in the language of instruction): Die angebotene Vorlesung führt die Schüler zu den wichtigsten Methoden der Ökonometrie ein, gibt ihnen den Apparat, mit dem die ökonomischen Theorien auf der Grundlage statistischer Daten an die Realität angepasst

werden können. Der Kurs umfasst die Methoden der Regressionsanalyse, die auf dem klassischen normalen linearen Regressionsmodell von
zwei oder mehr Variablen realisiert wurden. Die Vorlesungen bewahren die mathematische Präzision, die in sinnvollen ökonomischen
Modellen angewandt wird, während die Übungen die angewandten Aspekte der Ökonometrie vollständig lösen, indem sie Aufgaben mit
Computer-Software wie Eviews, SPSS, R. lösen.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numb	er of ho	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
R410	MACROECONOMIC MODELLING	English	MA	Summer	3	45			Assoc. Prof. Kaloyan Ganev	k ganev@feb.u ni-sofia.bg

Short description of the course (in the language of instruction): The course aims at familiarizing students with the main models and methods of modern macroeconomics. The education process build upon the knowledge acquired in courses such as Macroeconomics 1 and Macroeconomics 2. Two main directions are followed: economic growth modelling and (the long-term perspective of the economy) and the business cycle (the short-term fluctuations). The course aims also at providing a smooth transition to learning macroeconomics at the doctoral level.

Requirements for enrollment: YES/NO

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	Course	Number of hours	

Course	Course title (in English)	Language of instruction	offered to BA/BS, MA/MS, PhD	Semester		Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
R406	USING PYTHON FOR DATA ANALYSIS AND MODELLING	English	MA	winter	4	45	45		Assoc. Prof. Kaloyan Ganev	k ganev@feb.u ni-sofia.bg

The course offers an introduction to Python programming tailored to the needs of the quantitative economics analyst. The topics cover the basics of the programming language and its data structures, and also the rudiments of object-oriented programming using it. The main focus is on scientific packages such as NumPy, SciPy, and Pandas which offer a rich selection of tools to attack a very broad range of problems of quantitative economics.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numl	er of h	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
R403	THE R LANGUAGE FOR STATISTICAL COMPUTING, PROJECT	English	MA	winter	4	45			Assoc. Prof. Kaloyan Ganev	k ganev@feb.u ni-sofia.bg

Short description of the course (in the language of instruction): The course is devoted to the programming basics of the R software environment for statistical computations. The following elements are discussed: variable types and how to work with them, data import and export, database connections, basic statistical applications, graph generation, etc.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numb	er of ho	ours		
Course	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
R404	ADVANCED ESTIMATION TECHNIQUES	English	MA	winter	4	60			Assoc. Prof. Kaloyan Ganev	k ganev@feb.u ni-sofia.bg

Short description of the course (in the language of instruction): The course aims at broadening students' knowledge on the main techniques of econometric estimation used in practice. It emphasizes on some of the more technically addressed by the techniques, as well as the main directions concerning their practical application. Techniques such as the generalized method of moments (GMM), the maximum likelihood method (ML), the seemingly unrelated regressions (SUR), some Bayesian methods, etc. are included. Attention is paid also to methods based on probabilistic simulations.

Requirements for enrollment: YES/NO

			Course offered			Number of hours				
Course	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
E413	Typesetting with LaTeX, project	English	MA	winter	4	45			Assoc. Prof. Kaloyan Ganev	k ganev@feb.u ni-sofia.bg

Short de	scription of the course (in the la	anguage of instr	uction): Th	e course is d	evoted	to lear	ning the	basics	s of creating public	cation-quality
	nts using the typesetting macro	0 0		_				•		O
O	nt amount of mathematical not ssignments, term papers, and M	, 0 -	content, an	d extensive	bibliog	raphy.	Therefo	re, it i	s extremely helpfu	l for writing
Require	ments for enrollment: YES/NO)								
If any, p	lease describe the specific requi	rements:								
			Course			Num	ber of ho	ours		
Course	Course		offered to				na			
code	title	Language	BA/BS,	Semester			emi	ork	Lecturer/s's	Lecturer/s's
		of	MA/MS,			S	es/S	al w	name	
	(in English)	instruction	PhD		ECTS	Lectures	Exercises/Semina rs	Practical work		E-mail
	ENTREPRENEURSHIP	English	MA	winter	7,5	45	45		Assoc. Prof.	d_yordanova@f
3202									Desislava Yordanova	eb.uni-sofia.bg
entrepre	scription of the course (in the lance in the lance include: developmental strategies, etc.	0 0	,							
Requirer	ments for enrollment: YES/NO)								
If any, p	lease describe the specific requi	rements:								
			Course		ECT	Num	ber of ho	ours		

Course	Course title (in English)	Language of instruction	offered to BA/BS, MA/MS, PhD	Semester		Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3510	FINANCE (CORPORATE AND GOVERNMENT)	English	MA	summer	3	45			Assoc. Prof. Bancho Banov/ Bozhidar Nedev	banov@feb.uni- sofia.bg bozhidar.nedev
										@feb.uni- sofia.bg

Short description of the course (in the language of instruction): Acquisition by students of theoretical knowledge and practical skills in relation to financial analysis, calculation of various factors ratios, indices, balance sheet and income statement knowledge on key issues of public finances, including budget, tax system and others. - Place and role in government, the responsibilities of management in the public sector.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course			Numb	er of ho	ours		
Course	Course		offered to				emina	<u> </u>		
code	title	Language	BA/BS, MA/MS,	Semester			∞	work	Lecturer/s's	Lecturer/s's
	(in English)	of instruction	PhD		ECTS	Lectures	Exercises rs	Practical	name	E-mail
3289	CASH-FLOW AND INVESTMENT PORTFOLIO MANAGEMENT	English	MSc	summer	3	30			Assoc. Prof. Marcellin Yovogan	myovogan@feb. uni-sofia.bg

Short description of the course (in the language of instruction): The course introduces students to the main goal of the treasury portfolio management which is to ensure short-term safety, liquidity and profitability of assets.

Treasure portfolio may include all financial instruments with high liquidity and low level of risk, as well as structured products and derivatives. Each group of financial instruments has its allowable share and minimal credit rating requirement.

Principles of Portfolio Management

Asset management is implemented both through an in-house asset management team using different types of investment strategies in capital markets and the transfer of assets to external management.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Number of hours				
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3511	BASIC ACCOUNTING	English	MA	Summer	5	45	30		Assoc. Prof. Nadia Velinova	nadya.sokolova @feb.uni- sofia.bg

Short description of the course (in the language of instruction): Short description of the course (in the language of instruction): Accountants work as strong allies for individuals and businesses by managing a broad range of financial concerns, like expenses, income, assets, and more. This lucrative career requires a mix of skills and knowledge from math and economics to interpersonal communication. In the course Basic Accounting you will learn about the fundamentals of accounting principles and recording procedures, double entry, the accounting equation and balance sheets, trial balances, income statements, cash flow statements, and changes in equity statements. Key accounting principles and concepts are applied in a business context, and you will gain the competency in interpreting financial statements that will help you make sound managerial decisions in your own business. The course explains how financial statements are interrelated and, how as a group, they inform different and mutually associated aspects of a company's financial standing.

Requirements for enrollment: YES/NO

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	S	Numb	Exercises/Semina by go by the second	ctical work	Lecturer/s's name	Lecturer/s's E-mail
E418	DECISION SCIENCE	English	MA	Summer	4 ECTS	60 Fect	Exer	Prac	Prof. George Mengov	g.mengov@feb. uni-sofia.bg

Short description of the course (in the language of instruction): This course is composed of modern descriptive Decision Science (30%); methodology of science with emphasis on data mining, statistical inference and modelling, neural networks, Occam's Razor (30%); and a student project in developing own research paper – argumentation, presentation, scientific writing, text–data–graph tradeoffs etc. (40%). Some background in or motivation for mathematics and statistics is desirable though not mandatory. Classes are interactive with students presenting their own research half of the time and receiving guidance by the Professor.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numb	er of h	ours		
Course	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3512	MONEY, BANKING AND FINANCIAL MARKETS	English	MA	Summer	4	30	30		Ch. Asst. Georgi Ganev, Ph.D.	g.ganev@feb.un i-sofia.bg

Short description of the course (in the language of instruction): The course in Money, banking and financial markets aims at introducing

students to the topic of the functioning of the financial system in a modern economy from both microeconomic and macroeconomic perspective. It starts with a discussion about money as a phenomenon, its functions, history and significance for a modern economy. Then it covers the microeconomics of financial exchange and financial intermediation by providing specific insights into the analytical framework of financial markets and into the banking business with its systemic influence on the economy. The course explains how money is created in a modern economy, introducing and analyzing the importance of the central bank, and then goes on to cover the topic of monetary policy (with a special attention to the cases of currency boards and of monetary policy in the Eurozone) and to make an introductory overview of monetary theory.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numb	er of h	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3507	ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE DEVELOPMENT /PROJECT/	English	MA	Summer	11	45	45		Prof. Zhelyu Vladimirov	jeve@feb.uni- sofia.bg

Short description of the course (in the language of instruction): Organisational behaviour deals with the behaviour of people at work place. It provides most of the theoretical base for HRM. The course will cover the topics related to how we understand the people at work; what are individual attitudes and behaviours; what motivate people to work in best way; how to manage work related stress; how to organise the communication in organisation. Other topics refer to management of teams, conflict and negotiations. Making decision is a separate theme.

What are the organisational power and politics? How we can prepare for organisational changes. Finally, what is the significance of organisational culture?

Requirements for enrollment: YES/NO

Course code	Course	Language	Course offered to BA/BS, MA/MS,	Semester		Numb	Semina	work	Lecturer/s's	Lecturer/s's
	(in English)	of instruction	PhD		ECTS	Lectures	Exercises/Semina rs	Practical	name	E-mail
3297	RISK MANAGEMENT	English	MA	summer	4	30			Assoc. Prof. Anton Gerunov	A.Gerunov@fe b.uni-sofia.bg

Short description of the course (in the language of instruction): The course introduces students to the basic problems in formulation, modeling, assessing and managing risks in business. With the help of probability theory and the theory of expected utility analyze the decisions of economic agents and their rationality. The logic of the exposition was to analyze the risks of micro level and then move to market risk

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

Course code	Course	Language of	Course offered to BA/BS, MA/MS,	Semester			Exercises/Semina by go to the second	al work	Lecturer/s's name	Lecturer/s's
	(in English)	instruction	PhD		ECTS	Lectures	Exercisers	Practica		E-mail
3211	PROJECT MANAGEMENT	English	MA	summer	6	30	30		Assoc. Prof. Nikolay Netov	nnetoff@feb.uni -sofia.bg

Short description of the course (in the language of instruction): The Project Management course (MS PROJECT) summarizes and synthesises information on the policies and programs of the European Union and the basic knowledge and skills necessary for the beneficiaries to develop and manage projects co-financed by the European funds. Under our country, there is no significant previous experience and there is still no systematic scientific and methodological development of this extremely topical issue. The best course based on a wide range of materials and

authors mentioned in the curriculum is used to develop the content of the course, emphasizing self-identification skills, finding and using the information needed for successful practice.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numl	oer of h	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3283	Introduction to Oracle I Part	English	MA	winter	4	30	30	30	Assoc. Prof. Krasimira Shvertner	shvertner@feb. uni-sofia.bg

Short description of the course (in the language of instruction): Introduction to Oracle I Part course aims to introduce students to modern database management systems. Students learn basic practical skills to work with the SQL relational database manipulation language.

The course is compulsory for Master's Degree Program in Management Information Systems (MIS) and is selected for other Master's programs in Business Administration at Faculty of Economics.

Requirements for enrollment: YES/NO

			Course offered			Numb	er of ho	ours		
Course code	Course title (in English)	Language of	to BA/BS, MA/MS, PhD	Semester		sə.	ises/Semina	cal work	Lecturer/s's name	Lecturer/s's E-mail
		instruction			ECTS	Lectures	Exerci rs	Practi		

R403	Applied Statistics with R	English	BA	summer	2	30		Assoc. Prof.	k ganev@feb.u
								Kaloyan Ganev	ni-sofia.bg

Short description of the course (in the language of instruction): The course presents the basics of computer applications of statistics in the software environment for statistical analysis and graphical data representation R. The applications are related to data-descriptive analysis, working with probability distributions, sampling, point and interval estimates and hypotheses testing, regression analysis of cross-section and time series, ANOVA, etc. Additionally, new techniques of statistical analysis beyond the already covered in the mandatory statistics courses are introduced – both at the theoretical and at the software application level. Those techniques include non-linear regression models, methods for tree structures, cluster analysis, factor analysis, classification theory elements (e. g. discriminant analysis) and solving mathematical optimization problems.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numb	er of h	ours		
Course	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
R409	Time Series Econometrics and Forecasting	English	MA	summer	5	60			Assoc. Prof. Kaloyan Ganev	k_ganev@feb.u ni-sofia.bg

Short description of the course (in the language of instruction): The course aims at deepening the knowledge of students in the theory and practice of modelling economic time series. The following topics are discussed: probabilistic features of time series, main historical and practical approaches in modelling, vector autoregressions and vector error-correction models, multivariate cointegration and decomposition, etc. Also, existing econometric models are considered, and the various aspects of modelling are worked out using econometric packages.

Requirements for enrollment: YES/NO

			Course			Numb	er of h	ours		
Course code	Course title (in English)	Language of instruction	offered to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3288	Introduction to Oracle II Part	English	MA	summer	3	30	30	30	Assoc. Prof. Krasimira Shvertner	shvertner@feb. uni-sofia.bg

Short description of the course (in the language of instruction): The "Introduction to the Oracle II Part" course aims to introduce students to the advanced features of SQL * Plus. Students learn basic practical skills to work with the SQL relational database manipulation language.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

Course	Course		Course offered to			Numl	ber of he			
	title (in English)	Language of instruction	BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
E417	Database Management with SQL, project	English	MA	summer	4	30	30	30	Assoc. Prof. Krasimira Shvertner	shvertner@feb. uni-sofia.bg

Short description of the course (in the language of instruction): The course "DB Management with SQL" aims to introduce students to modern database management systems. Students learn basic practical skills to work with the SQL relational database manipulation language.

The course is compulsory for Master's Degree Program in Applied Econometrics and is selected for other Master's programs in Business Administration at Faculty of Economics.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numl	oer of h	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
3027	BASIC ECONOMETRICS	English	BA	summer	5	45	30		Assoc.Prof. Boriana Bogdanova	bpelova@feb.un i-sofia.bg

Short description of the course (in the language of instruction): The course provides an introduction in core concepts in Econometrics. It is focused on development of applied skills for practical implementation of quantitative analytics in the framework of well-known economic theories. In particular, two-variable and multiple regression analysis is considered in detail. The course of lectures provides the required theoretical background of quantitative analysis in Economics while seminar classes illustrate its practical implementation via software applications such as Excel VBA and R.

Requirements for enrollment: YES/NO

			Course offered			Numb	er of ho	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	CTS	ctures	ercises/Semina	ıctical work	Lecturer/s's name	Lecturer/s's E-mail
					EC	Гес	Exer rs	Pra		

3018	ECONOMIC STATISTICS	English	BA	summer	4	30	30	Assoc. Prof.	r_ganeva@feb.
								Ralitsa	uni-sofia.bg
								Simeonova –	
								Ganeva	

Short description of the course (in the language of instruction): The course in Economic Statistics covers various topics introducing the relation of statistics to economics. It is designed to get students familiar with sources and the nature of statistical analysis in economics. The course addresses main issues in collection, compilation, dissemination, and analysis of data, namely measuring and understanding of: 1) real sector and labour market; 2) foreign and financial sector; 3) social development; and 4) key growth determinants.

The objectives of class activities are both to advance students' knowledge of modern approaches in economic statistics and to develop students' skills in applied economic analysis of real data. A special stress is put on the real data assignments since no one can learn by only reading a textbook. Every student should do several technical and analytical exercises. Thus, student will have the opportunity to form a habit of completing individual tasks while finding own answers to questions (rather than assuming that they know and understand everything without bothering to look at relevant data, doing some computations, and thinking carefully how to formulate proper evidence-based paragraphs).

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

Course	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	ECTS	Numb	Exercises/Semina by go and go and res	actical work	Lecturer/s's name	Lecturer/s's E-mail
	ECONOMICS OF HUMAN CAPITAL	English	BA	summer	4	30	30		Assoc. Prof. Ralitsa Simeonova – Ganeva	r ganeva@feb. uni-sofia.bg

Short description of the course (in the language of instruction): The main objective of this course is to introduce students to contemporary economic theories and models aimed at explaining the role of human capital. The topics include essentials of the theory of human capital and its applications in the economics of education, family economics, health economics, economics of crime and economic growth.

Requirements for enrollment: YES/NO

			Course			Num	ber of h	ours		
Course	Course		to				ina			
code	title	Language	BA/BS,	Semester			Semi	work	Lecturer/s's	Lecturer/s's
	(in English)	of instruction	MA/MS, PhD		ECTS	Lectures	Exercises/Semina rs	Practical work	name	E-mail
R402	ECONOMETRIC METHODS AND MODELS, PROJECT	English	MA	winter	7	60	30		Assoc. Prof. Ralitsa Simeonova – Ganeva	r ganeva@feb. uni-sofia.bg
The obj	ectives of this course are both to a			lge of moder	n econ	nometri	ic techni	time so ques a		dents' skills in
The object applied - F	quantitative analysis. At the end of Explain econometric techniques in a Apply econometric techniques in a	of the course to analyzing data nalyzing data	he successfu ta;	lge of moder	n econ	nometri	ic techni			dents' skills in
The object applied - Find the control of the contr	quantitative analysis. At the end of Explain econometric techniques in Apply econometric techniques in at Explain modern approaches in modern	of the course to analyzing data nalyzing data deling data;	he successfu ta; ;	lge of moder il students w	n econ	nometri able to:	ic techni	ques a	nd to develop stud	dents' skills in
The object applied - Find the control of the contr	quantitative analysis. At the end of Explain econometric techniques in a Apply econometric techniques in a	of the course to analyzing data nalyzing data deling data;	he successfu ta; ;	lge of moder il students w	n econ	nometri able to:	ic techni	ques a	nd to develop stud	dents' skills in
The object applied - F - A - F	quantitative analysis. At the end of Explain econometric techniques in Apply econometric techniques in at Explain modern approaches in modern	of the course the analyzing data nalyzing data deling data; applied in con	he successfuta; ; ntemporary	lge of moder il students w	n econ	nometri able to:	ic techni	ques a	nd to develop stud	dents' skills in
The object applied - F - A - F - F Apply n	quantitative analysis. At the end of Explain econometric techniques in Apply econometric techniques in a Explain modern approaches in accompany and accompany approaches in modern approaches in accompany ac	of the course the analyzing data nalyzing data deling data; applied in con	he successfuta; ; ntemporary	lge of moder il students w	n econ	nometri able to:	ic techni	ques a	nd to develop stud	dents' skills in
The object applied - F - A - F - F Apply n Require	quantitative analysis. At the end of Explain econometric techniques in Apply econometric techniques in a Explain modern approaches in modern approaches in modern approaches in modeling date	of the course the analyzing data nalyzing data deling data; applied in conta	he successfuta; ; ntemporary	lge of moder il students w	n econ	nometri able to:	ic techni	ques a	nd to develop stud	dents' skills in

Course code	Course title (in English)	Language of instruction	offered to BA/BS, MA/MS, PhD	Semester		Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
R405	STATISTICAL LEARNING, PROJECT	English	MA	winter	5	60			Assoc. Prof. Ralitsa Simeonova – Ganeva	r ganeva@feb. uni-sofia.bg

Short description of the course (in the language of instruction): The course offers an introduction to the area of statistical learning from data. The main context is the phenomenon of big data flows and stocks which have emerged alongside with the development of computing technology. The goal is to acquaint the students with supervised and unsupervised learning which represent two of the major ingredients of modern data mining.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numb	er of ho	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina	Practical work	Lecturer/s's name	Lecturer/s's E-mail
E421	SOFT SKILLS FOR THE QUANTITATIVE ANALYTICS INDUSTRY, PROJECT	English	MA	winter	4	45			Assoc. Prof. Ralitsa Simeonova – Ganeva	r ganeva@feb. uni-sofia.bg

Short description of the course (in the language of instruction): Soft Skills for the Quantitative Analytics Industry course is a brief course in selected soft skills for AEEM and other students from Sofia University. The course objective is development of personal, interpersonal, communication and influencing skills. At the end of the course, students should have raised their awareness about the importance of soft skills in their current and future analytics jobs, should have identified some of the areas they need to develop further, should have learnt practical

approaches to cope with challenging situations on the work place, and should have (at least slightly) become better communicators and presenters.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

			Course offered			Numb	er of h	ours		
Course code	Course	Language	to BA/BS,	Semester			emina	work	Lecturer/s's	Lecturer/s's
	(in English)	of instruction	MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	actical	name	E-mail
E424	SKILLS FOR APPLIED RESEARCH	English	MA	winter	4	60			Assoc. Prof. Ralitsa Simeonova – Ganeva	r ganeva@feb. uni-sofia.bg

Short description of the course (in the language of instruction): Skills for Applied Research course is a brief course in applied research methods for graduate students from Sofia University. Course objective is development of practical skills in conducting academic and business research. At the end of the course, students should have developed general research skills needed to conduct their own individual research project, participate in such, and prepare their master's thesis.

Requirements for enrollment: YES/NO

			Course offered			Numb	er of h	ours		
Course code	Course title (in English)	Language of instruction	to BA/BS, MA/MS, PhD	Semester	ECTS	Lectures	Exercises/Semina rs	Practical work	Lecturer/s's name	Lecturer/s's E-mail
R407	MICROECONOMETRICS,	English	MA	summer	5	60			Assoc. Prof.	r ganeva@feb.

PROJECT			Ralitsa	uni-sofia.bg
			Simeonova –	
			Ganeva	

Short description of the course (in the language of instruction): The course provides the students with advanced econometric tools widely applied in the contemporary financial, microeconomic and macroeconomic analysis in analyzing and modeling panel data. The objectives of this course are both to advance students' knowledge of modern econometric techniques and to develop students' skills in applied quantitative analysis. At the end of the course the successful students will be able to:

- Apply advanced econometric techniques in analyzing cross section and panel data;
- Explain modern approaches in modeling cross section and panel data;
- Explain how advanced econometric tools are applied in contemporary financial; microeconomic and macroeconomic analysis.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

Course	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	ECTS	Numl	Exercises/Semina lo de do de	actical work	Lecturer/s's name	Lecturer/s's E-mail
3038	DECISION MAKING UNDER RISK AND UNCERTAINTY	English	BA	summer	5	45	Ey rs	P ₁	Prof. George Mengov	g.mengov@feb. uni-sofia.bg

Short description of the course (in the language of instruction): This course delves in the most prominent scientific theories about human decision making, such as Utility Theory, the Nobel-winning Prospect Theory, the Heuristics and Biases approaches, the concept of humans as intuitive statisticians, and finally, the hottest developments in the neuroscience of economic choice. Theory is related to practice, in business and economics, whenever possible. Students' skills are upgraded in a number of areas: (i) Critical reading of modern scientific articles; (ii) Skilled writing of professional texts; (iii) Presentation of own work.

Requirements for enrollment: YES/NO

If any, please describe the specific requirements:

Course code accordin to the curriculu	Course title in English	Language of instruction	Course offered to BA/MA /PhD	Course duration (winter/ summer semester/f ull year)	Credits	Lectures	Exercises/Se minars po and	Practical samon work	Lecturer/s	E-mail/s
3112	MACROECONOMICS 2	English	BA	summer	7	45	45		Prof. Stefan Petranov	spetranov@feb.u ni-sofia.bg

Short description of the course (in the language of instruction): The course builds on the introductory course Macroeconomics 1. It presents the current macroeconomic theories combined with analysis of numerous examples of real macroeconomic processes, dependencies and policies. The course reflects the dynamic nature of the subject, it takes a balanced approach to different schools and trends in macroeconomics. The course has adopted the European perspective which means that the focus, regulations, examples and data are mostly based on the practices of the EU.

Course code according to the	Course title in English	Language of instruction	Course offered to BA/MA	Course duration (winter/	edits	res		of hours	Lecturer/s	E-mail/s
curriculum			/PhD	summer semester/f ull year)	Cr	Lectu	Exercises/Se minars	Practica work		
И026	WRITTEN BUSINESS	English	BA	summer	2	30			Albena Berova	
И069	COMMUNICATION	French							M. Markova	
		German							S. Hurleva	

Students get acquainted with the processes of communication in an organization and its significance for successful work; with the introduction and improvement of the main genres written and oral business communication; improves communicative culture and increases the effectiveness of the contacts in everyday life; builds a theoretical framework for reflection on communicative processes.

Les étudiants se familiarisent avec les processus de communication dans une organisation et leur importance pour un travail réussi; Avec l'introduction et l'amélioration des principaux genres de communication commerciale écrite et orale; Améliore la culture communicative et augmente l'efficacité des contacts dans la vie quotidienne; Construit un cadre théorique pour la réflexion sur les processus communicatifs.

Die Studierenden kennen die Prozesse der Kommunikation in einer Organisation und ihre Bedeutung für eine erfolgreiche Arbeit; Mit der Einführung und Verbesserung der wichtigsten Gattungen geschrieben und mündliche Geschäftskommunikation; Verbessert die kommunikative Kultur und erhöht die Wirksamkeit der Kontakte im Alltag; Baut einen theoretischen Rahmen für die Reflexion über kommunikative Prozesse auf.

3504	MARKETING	English	MA	winter	5	30	30		smileva@feb.uni
								Mileva	-sofia.bg

The Marketing course introduces the key elements, frameworks, concepts, models, and techniques in the Marketing field. It is designed to enhance the analytical and problem-solving skills of students and to prepare them to be able to make research, develop strategies and plan a marketing program.

Apart from covering the theoretical fundamentals, the seminars focus on the more practical and applicable side of Marketing. They provide examples of how companies organize their marketing efforts across a variety of business settings. In addition, a number of real life case studies are discussed and students have the opportunity to work with businesses in real time.