

BUSINESS COMMUNICATIONS
CATALOGUE 2016-2017
(Taught in Bulgarian)

General information

Short presentation of the program:

The master's program "Business communications" is created as an answer to the modern challenges of the business environment and is developed in accordance with the recent results of science and practice. The master's program trains its students in a spectrum of disciplines required for a the job as a leader or organizer, as well as for other professional positions generally connected with the commercial and non-commercial use of the model called "leader".

The program is interdisciplinary and includes courses in economics, business, psychology, culture and linguistics, oriented to the specifics of the relations with foreign partners. The knowledge from these courses is needed for successful partnerships in the business sphere, with public institutions and non-government organizations. The main courses are: Marketing management (2 parts), Business communications, Psychology and Ethics of the Business Communications, Cultural Basis of the Communications, Event Management, Management of Communications and PR, On-line Business Communications, Solution of Conflicts and Maintaining the Negotiations, Advertising and Trade Communications, Management of the Relations with Clients, International Business Negotiations, Project Management, Business Mediation, specialized courses in Russian and English.

The accent is primarily on communicative skills, which provide the opportunity for successful negotiations, consultations and joint activities, based on the knowledge of the cultural, social and economic features. Additional stress is put on the specialized terminology in English and Russian.

The program offers one module of preparatory courses for candidates coming from other educational areas (different from marketing, business administration and economics) and one additional term for candidates with a "professional bachelor" (college) degree.

Subject and professional qualification:

Subject: Business Communications

Professional qualification: Master of Arts – Business Communications

Professional direction:

3.7.Administration and Management

Practices:

The program offers practices in state institutions, private companies and travel agencies, where the graduates can realize their master's degree.

International mobility:

The program provides opportunities to students involved in the European Erasmus sector program for visiting different universities for up to six months. There are mutual Contracts

with Russian Universities : Moscow State Linguistic University, Moscow City Pedagogical University, Institute of Russian “A.S.Pushkin”.

Sphere of competence:

Program alumni acquire:

- theoretical knowledge of the modern tendencies of the Bulgarian and world business sphere;
- terminology, ways and methods of verbal and textual business communication in Russian and English.

Practical skills for:

- management, organizing, conducting and fulfillment of business deals, taking part in chief decisions on a corporative level, with awareness of the risks of the world markets;
- assisting the planning of economic relations, giving prognoses and analyzing the consequences of the economic policy of some countries in the conditions of international commerce and financial markets at micro and macroeconomic level;
- making successful proposals and adequate messages for reaching target groups.
- writing the full variety of business documents in Russian and English.

Graduation Process:

Students cover the required number of credits from the program courses and defend a master thesis.

Professional Realm:

Alumni can begin careers as directors or managers in different profitable corporations, as social activity leaders or managers in non-profitable companies and associations. They also can establish themselves at different levels in state or private companies in teams or departments, developing projects, taking part in the preparation, conducting and realization of business deals with foreign partners and providing consultation regarding major decisions, according to the possibilities and risks of the world markets.

Introducing Departments:

„English Studies”

„Business Administration”

Program managing and director contacts:

Associated Prof. Tatiana Fed, PhD

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Secretary

Maria Djoganska

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The program is regular and distant. The distant form offers the second diploma by the Contract with the Bashkirian State Pedagogic University /Ufa/ .

Admission:

Students with a bachelor's or master's degree are accepted in the program.

The candidates must possess basic knowledge in Economics, Management, Marketing and Computer sciences.

The introduction includes an interview and motivational essay.

Candidates with level B2 in English or Russia are favoured.

First semester

Basic credit courses

MBAM 101 International Business

Prof. Stefan Stefanov, Ph. D

30 h., 3 credits

BCRM 102 Psychology and Ethics of Business Communication

Assoc. Prof. Dimitar Panayotov, Ph. D, Nikolai Chirpanliev, Ph. D

30 h, 3 credits

BCRM 103 Cultural Basis of the Communication

Assoc. Prof. Tatiana Fed, Ph. D

30 h, 3 credits

BCRM 105 Event Management

Chief Assist. гл.ас. Evelina Hristova, Ph. D

30 h, 3 credits

BCRM 115 Models and Instruments of the Business Communications

Assoc. Prof. Sonia Alexieva, Ph. D

30 h, 3 credits

BCRM 106 Written Business Communications: Formal Correspondence of the Company

Assoc. Prof. Tatiana Fed, Ph. D, Assoc. Prof. Irina Georgieva, Ph. D

30 h, 3 credits

BCRM 107 Business Communications in English

Prof. Diana Yankova, Ph. D

30 h, 3 credits

Extracurricular credit courses

BCRM 108 Project: Actual Problems of the Modern Business Communications with Foreign Partners

Assoc. Prof. Dimitar Panayotov, Ph. D, Nikolai Chirpanliev, Ph. D, 3 credits

BCRM 109 Individual Work: „Exhibitions, Fairs and Expositions”

Chief Assist. Evelina Christova, Ph. D, 3 credits

BCRM 110 Project „Writing Business Correspondence”

Assoc. Prof. Irina Georgieva, Assoc. Prof. Tatiana Fed, Ph. D, 6 credits

BCRM 111 Seminar «Presentation of the Companies”

Assoc. Prof. Sonia Alexieva, Ph. D, 3 credits

BCRM 113 Individual Work: „Company Culture in Different Countries”

Assoc. Prof. Tatiana Fed, Ph. D, 3 credits

BCRM 114 Individual Work: „Reading and Interpreting the Text”

Prof. Diana Yankova, Ph. D, 3 credits

Second semester

Basic credit courses

BCRM 201 Management of Communications and PR

Assoc. Prof. Sonia Alexieva, Ph. D

30 h, 3 credits

BCRM 202 Verbal Business Communications

Assoc. Prof. Tatiana Fed, Ph. D, Assoc. Prof. Irina Georgieva, Ph. D

30 h, 3 credits

BCRM 203 Online Business Communications

Assoc. Prof Elena Tarasheva, Ph. D

30 h, 3 credits

BCRM 204 Solving the Conflicts and Keeping the Negotiations

Assoc. Prof. Dimitar Panayotov, Ph. D, Assoc. Prof. Momchil Badzakov, Ph. D

30 h, 3 credits

MBAM 174 Managing Process in the Team Activity

Assoc. Prof. Kristian Hadjiev, Ph. D

30 h, 3 credits

MBAM 284 Advertisement and Commercial Communications

Chief Assist. Stefania Temelkova, Ph. D

30 h, 3 credits

BCRM 207 Management the Relations with the Clients Customers

Assoc. Prof . Ivan Boevski, Ph. D.

.30 h, 3 credits

Extracurricular credit courses

BCRM 208 Individual Work: „Business proposal, advertisement, labels – the specialized terminology”

Assoc. Prof. Sonia Alexieva, Ph. D, Assoc. Prof. Irina Georgieva, Ph. D, 3 credits

BCRM 210 Project „Relations with Customers”

Assoc. Prof . Ivan Boevski, Ph. D, 6 credits

BCRM 216 Communication Practices in Business

Assoc. Prof. Michail Michailov, Ph. D, Chief Assist. Teodora Rizova, Ph. D, 6 credits

BCRM 212 Seminar „Round Table on the Proposed Topic”

Assoc. Prof. Sonia Alexieva, Ph. D, Nikolai Chirpanliev, Ph. D, 3 credits

BCRM 214 Individual Work „Foreign Language Through Authentic Texts”

Assoc. Prof. Irina Georgieva, Ph. D, Assoc. Prof Elena Tarasheva, Ph. D, 3 credits

Third semester

Basic credit courses

BCRM 305 Project Management and Communication Technique

Assoc. Prof . Ivan Boevski, Ph. D

30 h, 3 credits

BCRM 308 Intercultural Communication

Assoc. Prof. Irina Georgieva, Ph. D

30 h, 3 credits

MBAM 177 Integrated Information Systems for the Business Management

Assoc. Prof. Maria Nikolova, Ph. D, Chief Assist. Nadia Marinova, Ph. D,

30 h, 3 credits

BCRM 304 Diplomatic Correspondence and Practice

Assoc. Prof. Tatiana Fed, Ph. D, Marianna Konova, Ph. D

30 h, 3 credits

BCRM 309 Management of Foreign Economic Relations

Assoc. Prof. Michail Michailov, Ph. D, Chief Assist. Teodora Rizova, Ph. D

30 h, 3 credits

BCRM 310 Master Media in English

Assoc. Prof Elena Tarasheva, Ph. D

30 h, 3 credits

BCRM 401 Marketing Research of the Foreign Market

Assoc. Prof. Nadezda Dimova, Ph. D

30 h, 3 credits

Extracurricular credit courses

BCRM 311 Master Practice in Business Communications

Assoc. Prof. Tatiana Fed, Ph. D, 15 credits

Additional term:

Basic credit courses:

MBAM 019 Economics for Managers

Prof. Sabina Rakarova, Ph. D

30 h, 3 credits

MBAM 273 International Economics

Prof. Stefan Stefanov, Ph. D

30 h, 3 credits

MBAM 014 Strategic Management

Assoc. Prof. Michail Michailov, Ph. D

30 h, 3 credits

MBAM 015 Managing Behavior

Assoc. Prof. Dimitar Panayotov, Ph. D, Assoc. Prof. Kiril Radev, Ph. D

30 h, 3 credits

BCRM 403 Foreign Language Informational Environment

Assoc. Prof. Irina Georgieva, Ph. D, Chief Assist. Milen Shipchanov, Ph. D

30 h, 3 credits

BCRM 405 Language regional competence

Assoc. Prof. Irina Georgieva, Ph. D

30 h, 3 credits

BCRM 406 Specialized course in English

Assoc. Prof. Tatiana Fed, Ph. D, Chief Assist. Maria Neikova, Ph. D

30 h, 3 credits

Extracurricular credit courses

MBAM 025 Individual Work: Economics for Managers

Prof. Sabina Rakarova, Ph. D, 3 credits

BCRM 414 Individual Work „World Business Corporations”

Prof. Stefan Stefanov, Ph. D, 3 credits

MBAM 026 Project: Strategies for Effective Influence in the Company

Assoc. Prof. Kiril Radev, Ph. D, 6 credits

BCRM 410 Individual Work „Information Environment: Resources in the Foreign Language”

Assoc. Prof. Irina Georgieva, Ph.D, , Chief Assist. Milen Shipchanov, Ph. D, 3 credits

MBAM 027 Project: Managing Functions and Organizing Behavior

Assoc. Prof. Dimitar Panayotov, Ph. D, , 6 credits

Introducing semester:

Basic credit courses:

MBAM 001 Theory of the Market Economics

Prof. Sabina Rakarova, Ph. D, Prof. Stefan Stefanov, Ph. D, 6 credits

60 h., 6 cr..

MBAM 022 Management

Assoc. Prof. Michail Michailov, Ph. D

30 h., 3 cr.

MBAM 008 Marketing

Assoc. Prof. Nadezda Dimova, Ph. D

30 h., 3 cr.

MBAM 012 Book-keeping

Assoc. Prof. Stanislava Georgieva, Ph. D

30 h., 3 cr.

BCRM 001 Reading and Interpreting Business Information Texts

Chief Assist. Maria Neikova, Ph. D

30 ч. 3 кр.

BCRM 002 Business Communications in Russian

Assoc. Prof. Irina Georgieva, Ph.D, Assoc. Prof. Tatiana Fed, Ph.D

30 ч. 3 кр.

Extracurricular credit courses

MBAM 034 Individual Work “Theory of the Market Economics”

Prof. Sabina Rakarova, Ph. D, Prof. Stefan Stefanov, Ph. D, 3 credits

MBAM 037 Individual Work „Management”

Assoc. Prof. Michail Michailov, Ph. D, 3 credits

MBAM 038 Individual Work „Marketing”

Assoc. Prof. Nadezda Dimova, Ph. D, 3 credits

MBAM 035 Individual Work „Book-keeping”

Assoc. Prof. Stanislava Georgieva, Ph. D, 3 credits

BCRM 415 Translation of the Specialized Text

Prof. Diana Yankova, Ph. D, Chief Assist. Maria Neikova, Ph.D, 3 credits

BCRM 639 Project “Commercial Correspondence of the Company”

Assoc. Prof. Irina Georgieva, Ph.D, . Assoc. Prof. Tatiana Fed, Ph.D, 3 credits

BCRM 408 Individual Work „Analysis of the Foreign Market by Internet”

Assoc. Prof. Nadezda Dimova, Ph. D, 3 credits