

BA IN BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
(TAUGHT IN BULGARIAN)

Brief presentation of the program: Teaching in the program during the first two years covers general education, training in basic scientific directions in two-semester courses: Microeconomics - Market and competition, Macroeconomics and Economic Policy, General Sociology, Political Science, Government and Public Management, Introduction to Social Psychology, Interpersonal Relationships; and practical courses - Fundamentals of Management, Principles of Marketing, Law, Statistics, International Economics, and others. During the third and fourth year training is organized in specialized courses in the program and extracurricular learning.

Specialty and qualification:

Major: Business Management and Entrepreneurship

Qualification: Manager (Business Administration)

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List of courses and program structure

First year

Basic courses, first semester

GENB016A Microeconomics - Market and competition 1/2, 30h, 3 ECTS

GENB010A General Sociology 1/2, 3 ECTS

GENB014 Political Science 1/2, 30h, 3 ECTS

GENB042 Human Relations 1/2, 30h, 3 ECTS

GENB052 Civil Rights in the Bulgarian state and society XIX-XXI century, 30h, 3 ECTS

Practical credit courses

BAEB 032 Principles of Law, 30 h, 3 ECTS

BAEB007 Principles of Accounting, 30 h, 3 ECTS

BAEB029 Local government and economic development, -30 h, 3 ECTS

Practical non-credit courses

BAEB022 Seminar: Relations - institutional environment, business and the social sector 30 h

First year

Basic courses, second semester

GENB016A Microeconomics - Market and competition 2/2, 30h, 3 ECTS
GENB010A General Sociology 2/2, 30h, 3 ECTS
GENB014 Political Science 2/2,30h, 3 ECTS
GENB042 Human Relations 2/2,30h, 3 ECTS
GENB052 Civil Rights in the Bulgarian state and society XIX-XXI century, 30h, 3 ECTS

Practical credit courses

BAEB034 Statistics, 30h, 3 ECTS
BAEB004 Economic History, 30h, 3 ECTS
BAEB033 Commercial Law, 30h, 3 ECTS

Practical non-credit courses

BAEB024 Seminar: Successful business models and entrepreneurial profiles, 30 h

Second year

Basic courses, Third semester

GENB060 Macroeconomics and Economic Policy 1/2,30h, 3 ECTS
GENB013B Introduction to social psychology 1/2,30h, 3 ECTS
GENB015 Government and Public Management 1/2,30h, 3 ECTS
GENB019 Historical Knowledge 1/2,30h, 3 ECTS

Practical credit courses

BAEB006 Fundamentals of Management, 30h, 3 ECTS
BAEB 035 Statistics in Economics, 30h, 3 ECTS
BAEB010 Fundamentals of Marketing, 30h, 3 ECTS
BAEB011 Introduction to Finance, 30h, 3 ECTS
BUBB300 Institutional Management, 30h, 3 ECTS
BAEB020 Economic Theory and Experimental economics, 30h, 3 ECTS

Practical non-credit courses

BAEB024 Seminar: Evolution of management in thinking and practice, 30h, 3 ECTS

Second year

Basic courses, Forth semester

GENB060 Macroeconomics and Economic Policy 2/2,30h, 3 ECTS
GENB013B Introduction to social psychology 2/2,30h, 3 ECTS

GENB015 Government and Public Management 2/2,30h, 3 ECTS

GENB019 Historical Knowledge 2/2,30h, 3 ECTS

Practical credit courses

BAEB312 Business Communications, 30h, 3 ECTS

BAEB008 Business Mathematics, 30h, 3 ECTS

BAEB012 International Economics, 30h, 3 ECTS

BAEB412 Regional Economy, 30h, 3 ECTS

BUBB400 Strategies for Business Growth, 30h, 3 ECTS

BUBB401 Law Analysis, 30h, 3 ECTS

Practical non-credit courses

BAEB025 Seminar: European regulation and economic relations, 30h, 3 ECTS

Third Year

Elected courses, Fifth semester

BUBB501 Consumer Behavior, 30h, 3 ECTS

BUBB502 Business Environment and Innovation, 30h, 3 ECTS

BABB537 Change Management, 30h, 3 ECTS

BABB 502 Organizational Behavior, 30h, 3 ECTS

BUBB505 Finance of Business and Innovations, 30h, 3 ECTS

BABB517 Organization Theory, 30h, 3 ECTS

BABB507 Computer Applications in Business, 30h, 3 ECTS

BABB536 Enterprise Accounting, 30h, 3 ECTS

Extracurricular learning

BABB540 Practice in Business Administration, 90h, 9 ECTS

BUBB510 Project: Leadership and Entrepreneurship, 30h, 3 ECTS

Third Year

Elected courses, Sixth semester

BABB646 Entrepreneurship and Business, 30h, 3 ECTS

BUBB602 Entrepreneurship and Innovation Culture, 30h, 3 ECTS

BUBB603 Product Policy, 30h, 3 ECTS

BUBB604 Marketing of Innovations, 30h, 3 ECTS

BABB628 Business Law, 30h, 3 ECTS

BUBB606 Heuristic Methods in Decision Making, 30h, 3 ECTS

BABB604 Production Management, 30h, 3 ECTS

BABB636 Human Resources Management, 30h, 3 ECTS

Extracurricular learning

BABB642 Practice: Firm Simulation, 90h, 9 ECTS

BUBB609 Individual work: Entrepreneurship and Business, 30h, 3 ECTS

Forth Year

Elected courses, Seventh semester

BABB637 Business Planning and Forecasting, 30h, 3 ECTS

BABB 728 Risk Management, 30h, 3 ECTS

BUBB703 Social Entrepreneurship, 30h, 3 ECTS

BABB 700 Strategic Management, 30h, 3 ECTS

BUBB705 Taxation and Tax Policy, 30h, 3 ECTS

BABB 704 Management of the Innovation Processes, 30h, 3 ECTS

BUBB707 Business Crediting , 30h, 3 ECTS

BUBB708 Advertising Policy, 30h, 3 ECTS

Extracurricular learning

Internship in Business Administration - I, 120h, 12 ECTS

Forth Year

Elected courses, Seventh semester

BUBB801 Entrepreneurship and E-business, 30h, 3 ECTS

BUBB802 Logistics Systems, 30h, 3 ECTS

BUBB803 Systems for Quality Management, 30h, 3 ECTS

BABB 843 Project Management, 30h, 3 ECTS

BUBB805 Social Security, 30h, 3 ECTS

BABB 842 Pricing Policy, 30h, 3 ECTS

Extracurricular learning

BABB 861 Internship in Business Administration II, 180h, 18 ECTS