

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT MANAGEMENT AND ADMINISTRATION

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “INTRODUCTION TO BUSINESS”;

DEGREE PROGRAMME: „English Preparation Course“; BACHELOR’S DEGREE

YEAR OF STUDY: 1; SEMESTER: 2;

TOTAL STUDENT WORKLOAD: 132 h.; incl. curricular 60 h.

CREDITS: 4

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS (lab. exercises)	60	4
EXTRACURRICULAR	72	-

Prepared by:

1.
(Prof. Iordan Koev, Dr. of Ec. Sc.)

2.
(Chief Assist. Prof. Katia Vladova, PhD)

3.

Assist. Prof. Julian Narlev, PhD)

(Chief

Head of department:
„Management and Administration“ (Assoc. Prof. Dobrin Dobrev, PhD)

I. ANNOTATION

The Introduction into Business course aims at expanding the students' knowledge concerning the tasks, tools, organization, culture and function of business. This course has a fundamental, formative and specializing importance in the body of knowledge in management.

The course has two major goals:

- *To introduce basic understanding of the way business functions*
- *To give the students fundamental ideas of the different business spheres and activities*

The main topics: business now; the framework for business; business without borders; business environment; forms of business organizations; management, motivation and leadership; human resource management; innovations and entrepreneurship; franchising; small business management; business corporations; management of product; marketing principles; business ethics and social responsibility; international business.

II. THEMATIC CONTENT

No. по ред	TITLE OF UNIT	NUMBER OF HOURS		
		L	S	L.E.
1.	Business now		4	
2.	The framework for business			
3.	Business without borders		4	
4.	Business Environment		4	
5.	Forms of Business Organizations		4	
6.	Management, Motivation and Leadership		4	
7.	Human Resource Management		4	
8.	Innovations and Entrepreneurship		4	
9.	Franchising		4	
10.	Small Business Management		4	
11.	Business Corporations		4	
12.	Management of Product		4	
13.	Marketing Principles		4	
14.	Business Ethics and Social Responsibility		4	
15.	International Business		4	
Total			60	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra- curricu- lar, h.
1.	Midterm control		
1.1.	Written assignment on a specific topic	1	20
1.2.	Midterm test	1	22
Total midterm control:		2	42
2.	Final term control		
2.1.	Examination (test)	1	30
Total final term control:		1	30
Total for all types of control:		3	72

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Kelly, Marcella, Chuck William 2015. BUSN , 4LTR Press
2. Nicels, W. 1998. Understanding Business, Times Mirror/Mosby College Publishing

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Kuratko, D., R. Hodgetts. *Entrepreneurship: A Contemporary Approach*. New York: The Dryden Press, 2007.
2. Dollinger, M.J. *Entrepreneurship: Strategies and Resources*. Lombard: Marsh Publications, 2008.