

UNIVERSITY OF ECONOMICS – VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

APPROVED BY

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

COURSE: “COMPARATIVE ECONOMIC SYSTEMS”;

PROGRAMME: „International Business“; Bachelor’s Degree

YEAR OF STUDY: 4; SEMESTER: 7;

TOTAL STUDENT WORKLOAD: 150 h.; incl. Curricular: 45 h.

ECTS: 5

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	<i>WORKLOAD, h.</i>	<i>CLASSES PER WEEK.</i>
LECTURES	30	2
SEMINARS	15	1
EXTRACURRICULAR	105	

PREPARED BY:

1.
(prof. dr. of econ. science Ivona Yakimova)

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(ass. prof. dr Alexander Shivarov)

HEAD OF DEPARTMENT:
Economics (prof. dr. of econ. science Ivona Yakimova)

HEAD OF DEPARTMENT:
Marketing (Assoc. Prof. Dr. Evgeni Stanimirov)

I. ANNOTATION

The discipline belongs to the interdisciplinary courses, as the chosen approach is the socio-economic and political analysis of the various regional and national models of market development. Its contents includes two groups of problems - *theoretical* - here problems like definition, structure and classification of the key concept **market system** are analyzed with the idea to define the possible criteria for its classification and to transfer the analysis from the economic system to the **market model** as a theoretical expression for different types of market differences. The lecturer adopts the "dichotomy" approach as the most appropriate means for classifying the economic systems, as this approach correlates to the dual structure of the economic system's elements Two fundamental market models are investigating - **the Anglo-saxon (liberally oriented) and the regulated (coordinated)**, which have the same elements, but differ in the way these elements are linked together. The comparison of these two models is made on a basis of a system, that includes five economic and four non-economic factors (criteria), whose theoretical importance is discussed in details.

The practical analysis is based on revealing the main development tendencies for six developed economies - the USA, the Great Britain, which illustrate the main features of the Anglo-Saxon liberal market model, and France, Germany, Sweden (Scandinavian countries) and Japan - the classical examples of the regulated market development. The basic conclusion, made is that in three out of the five economic criteria - property rights and firm structures, coordination mechanisms, distribution and redistribution mechanisms, the economies show similarity and uniform behavior and this defines the fundamental (model forming) character of these criteria in international comparisons. Practical analysis confirms the leading role of the economic factors in explaining market differences in developed countries, while the non-economic ones can be seen as catalysts of these differences. The chosen system of criteria is applied on the assessment of the market changes in Bulgarian economy during the last twenty years, with the aim, first to determine towards which of the two models the market development in Bulgaria is gravitating, and second, to reveal the role of the two groups of criteria (economic and non-economic) for the success of the reforms in the transition economies.

II. THEMATIC CONTENT

No.	TITLE OF UNITS AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
1.	Theoretical foundations of the market models comparative studies	6		
2.	Main features of the Anglo-Saxon market development - American liberal market model	6	1	
3.	Classical example of the Anglo-Saxon model- British liberal market model	6	2	
4.	Regulated Market Model- French dirigisme	4	2	
5.	Regulated Market Model- Japan (Asian) corporatism	4	2	
6.	Regulated Market Model- German model of social market development	6	2	
7.	Regulated Market Development - Scandinavian Government of Welfare	4	2	
8.	Economic Features of the Bulgarian Market Model	4	2	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	No/week	Extracurricular hours
1.	Midterm control		
1.1.	Project work – on a predefined theme	1	40
1.2.	Written assignments on a given topic	1	20
1.3.	Test (mixed type questions)	3	15
	Total mid-term control:	5	75
2.	Final term control		
2.1.	Examination (test)	1	30
	Total final term control:	1	30
	Total for all types of control:	6	105

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Якимова, Ивона. Пазарен универсализъм и пазарно разнообразие, СТЕНО, Варна 2009
2. Марикина, Мария. Стопански модели. Изд. УНСС, София, 2006

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Angressano, James. Comparative Economic Systems, Prentice-Hall, 1999
2. Schnitzer, M., Nordyke, J.W. Comparative Economics, 1999
3. Gardner, Stephen, H. Comparative Economic Systems, 2012
4. Rosefielde, K. Principles of Comparative Economic Systems EPZ: Culture, Wealth and Power in the 21 Century, 2002