

Faculty of International Economics and Administration
Department of Economics
Professional area: Economics
Major: Finance
Master's Degree Programme: Financial and Bank Management and Marketing
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Code: MAN3399
2. Title: Managing Competitiveness
3. Type: elective
4. Cycle: second
5. Year of study when the component is delivered: first
6. Semester/trimester: second
7. Number of ECTS credits allocated: 4.5
8. Name of lecturer(s): Assoc.Prof. Snezhanka Ovcharova, PhD
9. Learning outcomes: The course aims at acquainting students with the basic conceptions of competitiveness and developing skills for analysis and revealing the unique characteristics of the products, technologies, the organizational processes and management which make them competitive.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Students must have basic knowledge of Strategic Management, Business Planning, Marketing.
12. Course content: The course familiarizes with the main theories related to the competitiveness in business and its importance for the successful adaptation of the organizations in the dynamic global environment. The factors influencing the competitiveness and the indicators of evaluation and analysis are discussed. The role of the cluster approach for enhancing the competitiveness of enterprises is shown. The differentiating advantages of the organization are analyzed and displayed on the basis of the concept for knowledge management.
13. Recommended or required reading and other learning resources/tools:

. , 2013 .
. ,2005 .
Ovcharova Sn. Studying the key knowledge and competitiveness of some Bulgarian companies. Management, knowledge and learning (MakeLearn) International conference 2011 Celje, Slovenia, 22-24 June 2011.
." : .
,2010.
. , " " ,2004.
. 2006.
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14. Planned learning activities and teaching methods: The lectures in Management of Competitiveness are presented with a multimedia. There are teaching materials on the electronic platform of the university, project assignments, discussion, teamwork.
15. Assessment methods and criteria: The total grade is formed by: the results from the written exam, the total number of points from the project assignment and the seminars. Their weight is as follows: the total number of points from the project assignment and the seminars – 30%; the results from the written exam – 70%. The exam includes test questions.
16. Language of instruction: Bulgarian, English, Russian