**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: FIN3298

2. Title: Competitive and Financial Intelligence

3. Type: optional4. Cycle: first

- 5. Year of study when the component is delivered: first
- 6. Semester/trimester: first, second, third
- 7. Number of ECTS credits allocated: 4,5
- 8. Name of lecturer(s): Prof. Petar Hristov, PhD, Assoc. Prof. Stanislava Mineva, PhD
- 9. Learning outcomes: students acquire systematic knowledge of the nature of competitive and financial intelligence and develop the ability to apply analytical approach when solving problems related to the strategic development of companies.
- 10. Mode of delivery: face-to-face
- 11. Prerequisites and co-requisites: Students must have successfully completed the courses in Fundamentals of Law, Management, Company Management, Company Business, Marketing.
- 12. Course content: characteristics of the competitive and financial intelligence; corporative security; marketing, benchmarking, public relations and competitive intelligence; sources of information of the legal business intelligence; Code of Ethics of competitive intelligence; determining the boundary between ethical and unethical in competitive intelligence, etc.
- 13. Recommended or required reading and other learning resources/tools:

- 14. Planned learning activities and teaching methods: lectures, presentations, case study analysis, etc.
- 15. Assessment methods and criteria: Final grade in the course is awarded for development and defense of project assignment on topics predefined by the lecturers. Attendance and active participation in lectures influences the final grade.
- 16. Language of instruction: Bulgarian