

**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: MAN 3231
2. Title: Master class – Knowledge Academy
3. Type: optional
4. Cycle: second
5. Year of study when the component is delivered: first
6. Semester/trimester: first, second
7. Number of ECTS credits allocated: 3
8. Name of lecturer(s): international and Bulgarian scientists and experts.
9. Learning outcomes: the course objective is to form an integrated portfolio of knowledge and skills that lead to increased competitiveness of students in their realization in the tourist industry.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Students should have basic knowledge taught in the Bachelor's degree in the management economic and finance courses.
12. Course content: The course introduces the latest achievements of world science related to leadership, tourist innovations and information technologies; the successful adaptation of organizations in the dynamic global environment. Skills in analyzing the theoretical and practical subject matter, ability to speak a personal opinion, to discuss and work in a team are developed.
13. Recommended or required reading and other learning resources/tools: lectures and workshops by world-wide known scientists.
14. Planned learning activities and teaching methods: lectures and presentation of good management practice, organized discussions, independent work.
15. Assessment methods and criteria: Students receive a certificate for their active work in the master class.
16. Language of instruction: Bulgarian, English, Russian and other languages.