

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: MAN3291
2. Title: Management and Strategic Alliances in the Business Sector
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): Assoc. Prof. Velislava Nikolaeva, PhD
9. Learning outcomes: The course aims to clarify the meaningful range of general and strategic management; to acquire theoretical knowledge and practical skills to develop a strategic plan, to analyze the characteristics of the organizational structures in business organization and the processes in the development and management of the target block, to analyze the diversity of strategies, to acquire practical and applied skills in applying the different means of strategic analysis in a changing environment, to explore the nature and specifics of the different strategic alliances and the prerequisites of their formation.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Students need basic knowledge of Management, Economics, Marketing, International Business, Business Planning.
12. Course content: The course studies the meaningful range of strategic management as a concept and a process, the target block and the means for strategic analysis and their application in strategic planning. The content of the training course includes topics related to the organizational structure and the types of organizational governance, including their application in creating strategic alliances. The essence, prerequisites for the creation, the types and methods of management of strategic alliances are commented.
13. Recommended or required reading and other learning resources/tools:

. , 2009.
 , 2012.
 , 2010.
 , 2012.
14. Planned learning activities and teaching methods: Lectures are provided with on-line resources and paper textbooks. In-class, out-of-class on-line contact hours are available.
15. Assessment methods and criteria: The exam is a written one (e-based exam is available too) and includes a test. The exam grade forms 70% of the complex assessment, 30% comes from continuous assessment points and independent work on individual tasks on pre-assigned topics.
16. Language of instruction: Bulgarian