

Faculty of International Economics and Administration
Department: International Economics and Politics
Professional area: Economics
Major: Marketing
Inter-University Program: International Marketing
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: Corporate Strategies
2. Course unit code: MAN 3028
3. Type of course: elective
4. Level of course unit: Master
5. Year of study: first, second
6. Semester: first, second, third
7. Number of ECTS credits allocated: 4.5
8. Name of lecturer(s): Prof. Emil Panushev, PhD; Prof. D.Sc. Iliya Georgiev
9. Learning outcomes of the course unit: Upon successful completion of the course students will have knowledge about the essential characteristics of the corporate strategies of different types of corporations, developing skills in strategic analysis, providing in-depth knowledge and developing skills for selection, evaluation and implementation of strategy.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: The further acquisition of knowledge is on the basis of knowledge acquired in the courses of Management, Strategic Management and Marketing.
12. Course contents: The course provides in-depth knowledge in the field of strategic decisions and alternatives in various corporations. Strategy creation and its management are united. Problems of competence in the organization, strategic decision making under strategic changes, the use of international standards and provision of global competitiveness are discussed.
13. Recommended or required reading:
 - Георгиев, Илия. Корпоративно управление, София, Мултипринт ООД, 2008, 224 с.
 - Минчев, Веселин, Р. Петкова, П. Чипев, В. Бошнаков, Публичните дружества и развитието на фондовата борса в България. София, Акад. изд. проф. Марин Дринов, 2007
 - Arora; Ashish, Andrea Fosfuri; Alfonso Gambardella, Markets for technology : the economics of innovation and corporate strategy, Cambridge, Mass. MIT Press, 2008.
 - Johnson, Gerry, Kevin Scholes and Richard Whittington, Exploring Corporate Strategy, 8th Edition 2008, Pearson Education, 878 p.
 - Johnson, Gerry, Kevin Scholes and Richard Whittington, Exploring Strategy, 2010, Pearson Education, 600 p. *Георгиева, Е., К. Симеонов, Европейска интеграция, 2007, Византия, 264 с.*
14. Planned learning activities and teaching methods: lectures, course project
15. Assessment methods and criteria: The examination is taken at the Technological Institute of the university by a test which includes 30 questions. The grade is formed on the basis of the number of correct answers according to a scale - 15 points - Satisfactory 3, 18 points - Good 4, 21 points – Very good 5, 24 and more - Excellent 6. The assessment can be processed after the registration of the completed test.
16. Language of instruction: Bulgarian.
17. Work placement(s): none.