

**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 Management
2. Course unit code: MAN 3050
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: 3
8. Name of lecturer(s): Assoc. Prof. Mladen Tonev, PhD; Assoc. Prof. Plamen Chipev, PhD
9. Learning outcomes of the course unit: The course will allow the students to acquire, broaden and improve their knowledge of the theoretic and the applied practical issues arising in the relationships between the stock holders of the contemporary public enterprise and its management.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: Fundamentals of Law, Fundamentals of Management, Corporate Finance
12. Course contents: During the lectures students discuss in details the problem of resource-leading strategies, the importance of competence in the organization, decision making under strategic changes, the use of international standards and providing a global competitive power.  
The course examines the contemporary theories and research of good practices for corporate control, which are treated in corporate strategies.
13. Recommended or required reading:

Корпоративно управление в развитие! България 20(12-2004 Пламен Чипев  
(ред.), София

2004, Интернет публикация Ъйр:/Аууто.С8(!.Ъ&/

В търсене на механизми за по-добър корпоративен контрол, Пламен Чипев  
(ред.), София 2002

Корпоративно управление, Бистра Боева

Корпоративният контрол в публичните предприятия в България, Пламен Чипев,  
Икономическа  
мисъл, кн. 6, 2002

Структура на корпоративния контрол в предприятията от масовата  
приватизация Чипев,

Петкова, Минчев, Икономически изследвания 2000, 1

Корпоративното управление в България, София, 2002, С. Керемедчиев и Ил. Георгиев

G. Johnson and K. Scholes. Exploring Corporate Strategy. London, 1997.

K. Montgomery. Corporate Strategy. Harvard Business School, 1997.

J. Kay. Foundations for Corporate Success. Oxford University Press, 1993.

14. Planned learning activities and teaching methods: Lectures, contact hours

15. Assessment methods and criteria: a written examination-test, diploma thesis

	<i>% of the final grade</i>
Active participation in classes	20
Diploma Thesis	25
Examination	50
Presence	5

No adjustments to the assessment are planned with essays and project assignments.

16. Language of instruction: Bulgarian.

17. Work placement(s): none.