

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: Project Organization and Management
2. Course unit code: MAR 3016
3. Type of course: compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester: first
7. Number of ECTS credits allocated: 4,5
8. Name of lecturer(s): Assoc. Prof. Snezhanka Ovcharova, PhD; Assoc. Prof. Angel Poryazov, PhD
9. Learning outcomes of the course unit: after the end of the course, students are expected to use the advantages of project management in real operating organizations.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: to pass the discipline students should have knowledge acquired in the basic management disciplines taught in their Bachelors' degree.
12. Course contents: the course "Project Organization and Management" deals upon the problems of the nature and content of the project (program) organization and project management on the background of the traditional forms of organization, typical for the linear-functional management. The organizational forms that are appropriate to different types of project organization and are known in the books and practice as program-target structures are also dealt upon. Particular attention is paid to the methodological approach in using project management as well as to the need to ensure the necessary conditions and prerequisites for the successful use of these organizational forms.
13. Recommended or required reading:
 1. Порязов А., Организация и технология на управлението, Унив. изд. на ВСУ „Черноризец Храбър”, 2007.
 2. Овчарова Сн., Организация и технология на управлението – учебно помагало, Унив. изд. на ВСУ „Черноризец Храбър” 2005.
 3. Порязов А., Николаева В., Ямукова П., Основи на управлението, Унив. изд. на ВСУ „Черноризец Храбър”, 2010.
14. Planned learning activities and teaching methods: The lectures are presented by means of multimedia. There are discussions on the topics discussed. A coursework is developed.
15. Assessment methods and criteria: performed on the basis of continuous assessment, development of a coursework and a written examination. The overall grade for the semester is formed as follows:
Project - value 0.3
Continuous assessment - value 0.3
Exam – value 0.4
At the beginning of the semester the students are informed about the methods and reasoning of the formation of the overall grade.
16. Language of instruction: Bulgarian.
17. Work placement(s): none.