

**BUSINESS COMMUNICATIONS –Distant learning  
CATALOGUE 2016-2017  
(Taught in Bulgarian)**

**General information**

**Short presentation of the program:**

The master's program "Business communications" is created as an answer to the modern challenges of the business environment and is developed in accordance with the recent results of science and practice. The master's program trains its students in a spectrum of disciplines required for a the job as a leader or organizer, as well as for other professional positions generally connected with the commercial and non-commercial use of the model called "leader".

The program is interdisciplinary and includes courses in economics, business, psychology, culture and linguistics, oriented to the specifics of the relations with foreign partners. The knowledge from these courses is needed for successful partnerships in the business sphere, with public institutions and non-government organizations. The main courses are: Marketing management (2 parts), Business communications, Psychology and Ethics of the Business Communications, Cultural Basis of the Communications, Event Management, Management of Communications and PR, On-line Business Communications, Solution of Conflicts and Maintaining the Negotiations, Advertising and Trade Communications, Management of the Relations with Clients, International Business Negotiations, Project Management, Business Mediation, specialized courses in Russian and English.

The accent is primarily on communicative skills, which provide the opportunity for successful negotiations, consultations and joint activities, based on the knowledge of the cultural, social and economic features. Additional stress is put on the specialized terminology in English and Russian.

The program offers one module of preparatory courses for candidates coming from other educational areas (different from marketing, business administration and economics) and one additional term for candidates with a "professional bachelor" (college) degree.

**Subject and professional qualification:**

Subject: Business Communications

Professional qualification: Master of Arts – Business Communications

**Professional direction:**

3.7.Administration and Management

**Practices:**

The program offers practices in state institutions, private companies and travel agencies, where the graduates can realize their master's degree.

**International mobility:**

The program provides opportunities to students involved in the European Erasmus sector program for visiting different universities for up to six months. There are mutual Contracts

with Russian Universities : Moscow State Linguistic University, Moscow City Pedagogical University, Institute of Russian “A.S.Pushkin”.

### **Sphere of competence:**

Program alumni acquire:

- theoretical knowledge of the modern tendencies of the Bulgarian and world business sphere;
- terminology, ways and methods of verbal and textual business communication in Russian and English.

Practical skills for:

- management, organizing, conducting and fulfillment of business deals, taking part in chief decisions on a corporative level, with awareness of the risks of the world markets;
- assisting the planning of economic relations, giving prognoses and analyzing the consequences of the economic policy of some countries in the conditions of international commerce and financial markets at micro and macroeconomic level;
- making successful proposals and adequate messages for reaching target groups.
- writing the full variety of business documents in Russian and English.

### **Graduation Process:**

Students cover the required number of credits from the program courses and defend a master thesis.

### **Professional Realm:**

Alumni can begin careers as directors or managers in different profitable corporations, as social activity leaders or managers in non-profitable companies and associations. They also can establish themselves at different levels in state or private companies in teams or departments, developing projects, taking part in the preparation, conducting and realization of business deals with foreign partners and providing consultation regarding major decisions, according to the possibilities and risks of the world markets.

### **Introducing Departments:**

„English Studies”

„Business Administration”

### **Program managing and director contacts:**

**Associated Prof. Tatiana Fed, PhD**

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**Secretary**

Maria Djoganska

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The program is distant. The distant form offers the second diploma by the Contract with the Bashkirian State Pedagogic University /Ufa/ .

**Admission:**

Students with a bachelor's or master's degree are accepted in the program.

The candidates must possess basic knowledge in Economics, Management, Marketing and Computer sciences.

The introduction includes an interview and motivational essay.

Candidates with level B2 in English or Russia are favoured.

**First semester**

**Basic credit courses**

**MBAM 100D International Business**

Prof. Stefan Stefanov, Ph. D

30 h., 3 credits

**BCRM 102D Psychology and Ethics of Business Communication**

Assoc. Prof. Dimitar Panayotov, Ph. D, Nikolai Chirpanliev, Ph. D

30 h, 3 credits

**BCRM 103D Cultural Basis of the Communication**

Assoc. Prof. Tatiana Fed, Ph. D

30 h, 3 credits

**BCRM 105D Event Management**

Chief Assist. гл.ас. Evelina Hristova, Ph. D

30 h, 3 credits

**BCRM 11D Models and Instruments of the Business Communications**

Assoc. Prof. Sonia Alexieva, Ph. D

30 h, 3 credits

**BCRM 115 D Written Business Communications: Formal Correspondence of the Company**

Assoc. Prof. Tatiana Fed, Ph. D, Assoc. Prof. Irina Georgieva, Ph. D

30 h, 3 credits

**BCRM 107D Business Communications in English**

Prof. Diana Yankova, Ph. D

30 h, 3 credits

**Extracurricular credit courses**

**BCRM 120D Project: Actual Problems of the Modern Business Communications with Foreign Partners**

Assoc. Prof. Dimitar Panayotov, Ph. D, Nikolai Chirpanliev, Ph. D, 3 credits

**BCRM 109D Individual Work: „Exhibitions, fairs и expositions”**

Chief Assist. Evelina Christova, Ph. D, 3 credits

**BCRM 110D Project „Writing Business Correspondence”**

Assoc. Prof. Irina Georgieva, Assoc. Prof. Tatiana Fed, Ph. D, 6 credits

**BCRM 116D Individual Work: „Company Culture in Different Countries”**

Assoc. Prof. Tatiana Fed, Ph. D, 6 credits

**BCRM 114D Individual Work: „Reading and Interpreting the Text”**

Prof. Diana Yankova, Ph. D, 3 credits

**Second semester**

**Basic credit courses**

**BCRM 215D Management of Communications and PR**

Assoc. Prof. Sonia Alexieva, Ph. D

30 h, 3 credits

**BCRM 216D Verbal Business Communications**

Assoc. Prof. Tatiana Fed, Ph. D, Assoc. Prof. Irina Georgieva, Ph. D

30 h, 3 credits

**BCRM 203D Online Business Communications**

Assoc. Prof Elena Tarasheva, Ph. D

30 h, 3 credits

**BCRM 204D Solving the Conflicts and Keeping the Negotiations**

Assoc. Prof. Dimitar Panayotov, Ph. D, Assoc. Prof. Momchil Badzakov, Ph. D

30 h, 3 credits

**MBAM 177D Managing Process in the Team Activity**

Assoc. Prof. Kristian Hadjiev, Ph. D

30 h, 3 credits

**MBAM 219D Advertisement and Commercial Communications**

Chief Assist. Stefania Temelkova, Ph. D

30 h, 3 credits

**BCRM 217D Management the Relations with the Clients Customers**

Assoc. Prof . Ivan Boevski, Ph. D.

.30 h, 3 credits

**Extracurricular credit courses**

**BCRM 208D Individual Work: „Business proposal, advertisement, labels – the specialized terminology”**

Assoc. Prof. Sonia Alexieva, Ph. D, Assoc. Prof. Irina Georgieva, Ph. D, 3 credits

**BCRM 221D Project „Relations with Customers”**

Assoc. Prof . Ivan Boevski, Ph. D, 6 credits

**BCRM 222 D Communication Practices in Business**

Assoc. Prof. Michail Michailov, Ph. D, Chief Assist. Teodora Rizova, Ph. D, 6 credits

**BCRM 212D Seminar „Round Table on the Proposed Topic”**

Assoc. Prof. Sonia Alexieva, Ph. D, Nikolai Chirpanliev, Ph. D, 3 credits

**BCRM 214D Individual Work „Foreign Language Through Authentic Texts”**

Assoc. Prof. Irina Georgieva, Ph. D, Assoc. Prof Elena Tarasheva, Ph. D, 3 credits

**Third semester**

**Basic credit courses**

**BCRM 313D Project Management and Communication Technique**

Assoc. Prof . Ivan Boevski, Ph. D

30 h, 3 credits

**BCRM 314D Intercultural Communication**

Assoc. Prof. Irina Georgieva, Ph. D

30 h, 3 credits

**BCRM 319D Integrated Information Systems for the Business Management**

Assoc. Prof. Maria Nikolova, Ph. D, Chief Assist. Nadia Marinova, Ph. D,

30 h, 3 credits

**BCRM 304D Diplomatic Correspondence and Practice**

Assoc. Prof. Tatiana Fed, Ph. D, Marianna Konova, Ph. D

30 h, 3 credits

**BCRM 310D Management of Foreign Economic Relations**

Assoc. Prof. Michail Michailov, Ph. D, Chief Assist. Teodora Rizova, Ph. D

30 h, 3 credits

**BCRM 315D Master Media in English**

Assoc. Prof Elena Tarasheva, Ph. D

30 h, 3 credits

**BCRM 401D Marketing Research of the Foreign Market**

Assoc. Prof. Nadezda Dimova, Ph. D

30 h, 3 credits

**Extracurricular credit courses**

**BCRM 311D Master Practice in Business Communications**

Assoc. Prof. Tatiana Fed, Ph. D, 15 credits

**Additional term:**

**Basic credit courses:**

**MBAM 014D Strategic Management**

Assoc. Prof. Michail Michailov, Ph. D

30 h, 3 credits

**MBAM 015D Managing Behavior**

Assoc. Prof. Dimitar Panayotov, Ph. D, Assoc. Prof. Kiril Radev, Ph. D

30 h, 3 credits

**MBAM 018 D Business Plan and Prognoses**

Assoc. Prof. Irena Slavova-Georgieva, Ph. D

30 h, 3 credits

**BCRM 403D Foreign Language Informational Environment**

Assoc. Prof. Irina Georgieva, Ph. D, Chief Assist. Milen Shipchanov, Ph. D

30 h, 3 credits

**BCRM 405D Language regional competence**

Assoc. Prof. Irina Georgieva, Ph. D

30 h, 3 credits

**BCRM 406D Specialized course in English**

Assoc. Prof. Tatiana Fed, Ph. D, Chief Assist. Maria Neikova, Ph. D

30 h, 3 credits

**Extracurricular credit courses**

**BCRM 410D Individual Work „Information Environment: Resources in the Foreign Language”**

Assoc. Prof. Irina Georgieva, Ph.D, , Chief Assist. Milen Shipchanov, Ph. D, 3 credits

**MBAM 034 D Project: Strategic Management**

Assoc. Prof. Michail Michailov, Ph. D, 3 credits

**MBAM 035 D Project: Managing Behavior**

Assoc. Prof. Dimitar Panayotov, Ph. D, Assoc. Prof. Kiril Radev, Ph. D, 3 credits

**MBAM 038 D Project: Business Plan and Prognosis**

Assoc. Prof. Irena Slavova-Georgieva, Ph. D, 3 credits

**BCRM 411 D Individual work: Lexical and Phraseological Analysis of Text**

Assoc. Prof. Irina Georgieva, Ph. D, 3 credits

**BCRM 413 D Individual work: Translation of the Specialized Text**

Assoc. Prof. Tatiana Fed, Ph. D, Chief Assist. Maria Neikova, Ph. D, 3 credits

**Introducing semester:**

**Basic credit courses:**

**MBAM 001D Theory of the Market Economics**

Prof. Sabina Rakarova, Ph. D, Prof. Stefan Stefanov, Ph. D, 6 credits

60 h., 6 cr..

**MBAM 005 D Corporative Management**



Assoc. Prof. Kristian Hadjiev, Ph. D

30 h., 3 cr.

**MBAM 008D Marketing**

Assoc. Prof. Nadezda Dimova, Ph. D

30 h., 3 cr.

**MBAM 013 D Finances**

Assoc. Prof. Reneta Dimitrova, Ph. D

30 h., 3 cr.

**BCRM 001D Reading and Interpreting Business Information Texts**

Chief Assist. Maria Neikova, Ph. D

30 ч. 3 кр.

**BCRM 002D Business Communications in Russian**

Assoc. Prof. Irina Georgieva, Ph.D, Assoc. Prof. Tatiana Fed, Ph.D

30 ч. 3 кр.

**Extracurricular credit courses**

**MBAM 034D Individual Work “Theory of the Market Economics”**

Prof. Sabina Rakarova, Ph. D, Prof. Stefan Stefanov, Ph. D, 3 credits

**MBAM 032 D Project Corporative Management**

Assoc. Prof. Kristian Hadjiev, Ph. D, 3 cr.

**MBAM 038 Individual Work „Marketing”**

Assoc. Prof. Nadezda Dimova, Ph. D, 3 credits

**MBAM 043 D Project “Finances”**

Assoc. Prof. Stanislava Georgieva, Ph. D, 3 credits

**BCRM 417D Translation of the Specialized Text**

Prof. Diana Yankova, Ph. D, Chief Assist. Maria Neikova, Ph.D, 3 credits

**BCRM 408 Individual Work „Analysis of the Foreign Market by Internet”**

Assoc. Prof. Nadezda Dimova, Ph. D, 3 credits