

Faculty of Architecture  
Department: Art  
Professional Field: Fine Art  
Major: Fashion Design and Art management  
Educational–and–qualification degree: Master

## COURSE DESCRIPTION

1. Course unit title: Small Business Management
2. Course unit code: MAN 3029
3. Type of course unit: compulsory
4. Level of course unit: master
5. Year of study: first
6. Semester: second
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Prof. D. Sc. Loretta Parashkevova
9. Learning outcomes of the course unit:

The course aims to provide basic knowledge of principles and tools of the economic approach to starting and managing small business and to develop appropriate skills to constructively use this knowledge to experiment in the realization of business ideas.

The objectives of the course are:

№ 1. *Transfer of specific knowledge of the discipline* about: (1) Types of small business operation. (2) Intracompany management for small businesses. (3) Appropriate approaches and quantitative methods which enable students to develop their business idea into a business plan. (4) Applications of the economic approach in the management of small businesses. Students should be able to apply basic economic principles and economic way of thinking in the formulation, interpretation and evaluation of the economic problems of low complexity of their professional field, the field of everyday life and socio-economic policy.

№ 2. *Building general skills*. Mastering the economic approach creates a learning environment that supports the building of a number of general skills that serve to achieve the objectives of the course. They include general intellectual skills such as literacy and the ability to choose a business idea, according to market value and to realize the basis of a business plan.

10. Mode of delivery: face-to-face

11. Prerequisites and co-requisites: The course is provided by courses in Marketing and specialized courses in Fashion Design.

12. Course content: Small Business Management studies the choice and implementation of a business idea based on a business plan for small business. This course covers the issues of developing a business plan and investment management and finance for small businesses.

13. Recommended and/or required reading:

Тодоров, К., Бизнес планове – съставяне, реализация и управление, Издателство на УНСС, С., 2011.

Пъчев, Пл., финансиране и кредитиране на малкия бизнес, Изд. Абагар, 2008

Поредицата "Малък бизнес и предприемачество, Изд. информа интелект

Петров, С., И. Петкова, А. Михайлов, Бизнес план: от идеята до реализацията, Информа интелект, С., 1996

14. Planned learning activities and teaching methods:

Lectures and seminars – 30, out-of-class workload 60.

Teaching methods also include independent work. Reading for each lecture session is provided. PowerPoint presentations of all lectures are developed as well as sample business plans.

15. Assessment methods and criteria:

Monitoring is continuous and final. The continuous one is on the independent work of students and is carried out through interviews and intermediate tests, that are part of the curriculum, to check the knowledge. The course examination includes:

- Development of written course work or course assignment and
- Oral defence of the course work.

The final grade is according to a six-grade rating scale, the minimum passing grade is Satisfactory 3; The conformity of the semester grade or the written exam grade with the European system of credit transfer is as follows:

Excellent /6/	Very good /5/	Good /4/	Satisfactory /3/		Poor /2/	
A	B	C	D	E	FX	F
The number of credits envisaged in the curriculum is allocated					No credits are allocated	

The method of evaluation is based on the final assessment of the course work, which is determined by the results of: 1) written development and 2) oral defence of the course work. Individual and group / team / course assignments, in the form of synopsis and abstracts of reading up to 7-12 p, which together with the course work / in the amount up to 20-25 p. / are developed on topics included in a pre-submitted list of sample ones and chosen by students.

16. Language of instruction: Bulgarian

17. Work placement: not applicable