

**Faculty of International Economics and Administration**  
**Department of International Economics and Politics**  
**Professional Area: 3.3 Political Science**  
**Major: International relations**  
**Educational-and-qualification degree: Bachelor**

### **COURSE DESCRIPTION**

1. Course unit title: Politics and Aesthetics
2. Course unit code: POL 1049
3. Type of course: optional
4. Level of course unit: Bachelor
5. Year of study: second
6. Semester when the course unit is delivered: third
7. Number of ECTS credits allocated: 3
8. Name of lecturer(s): Assoc. Prof. Lyubka Ivanova
9. Learning outcomes of the course unit: On the basis of the close interaction and interdependence between politics and aesthetic criteria, , and based on certain trends, fundamental principles and criteria are dealt with concerning the selection, role and importance of style in dress code for business clothing as an equivalent to the specific business environment and business relations .
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: To possess basic knowledge of "International Economics" "Theory of International Relations", "Foreign Economic Activities in Bulgaria"
12. Course contents (annotation): The main objective of this course is to give students basic knowledge about the role and importance of business attire, business environment and business relations, the image of the business person, based on lectures, discussions and information materials.
13. Recommended or required reading:
  - Fashion 2006 Tashen
  - Minimalizm 2007 ; Fashion Now
  - Иа Алехина – Имидж и етикет в бизнеса
  - Мони Ешуа Алмалех- Езика на цветовете 2007
  - Book moda it – 2010, 2011g. ; Flash art – 2010
  - Записки на преподавателя,актуални списания и видео информация.
14. Planned learning activities and teaching methods: lectures, video information, discussions and consultations.
15. Assessment methods and criteria: based on the activity demonstrated by the student, initiative and thoroughness in the learning process and the capabilities of the student for analysis and discussion on topics of the teaching material.
16. Language of instruction: Bulgarian.
17. Work placement(s): none.