

Faculty of International Economics and Administration
Department of Administration and Management
Professional Area: Administration and Management
Major: Business Administration and Management
Inter-University Program: Business Administration in Tourism
Educational-and-qualification degree: Master

COURSE DESCRIPTION

1. Course unit title: Master class Knowledge Academy.
2. Код на курса: MAN 3248
- 3 Type of course: optional
4. Level of course unit: Master
5. Year of study: second
6. Semester when the course unit is delivered: second
7. Number of ECTS credits allocated: 3
8. Name of lecturer(s): International experts from tourist industry practice.
9. Learning outcomes of the course unit:
The aim is to create an integrated portfolio of knowledge and skills that lead to increased competitiveness of students in their career in the tourist industry.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: students should be acquainted with the main economic and management theories.
12. Course contents:
Acquainted with the latest achievements of world science related to leadership, innovation and tourism information technology and successful adaptation of organizations in a dynamic global environment. Students acquire skills in analysis of theoretical and practical material, ability to speak a personal opinion and discussion, teamwork.
13. Recommended or required reading:
Lectures and seminars of world famous scientists.
14. Planned learning activities and teaching methods:
Lectures and presentation of successful management practice, organized discussions, individual work. Seminars to develop skills in analysis of theoretical and practical material, ability to speak a personal opinion and discussion, teamwork.
15. Assessment methods and criteria:
Students receive a certificate for their active work Masterclass..
16. Language of instruction: Bulgarian, English.
17. Work placement(s): none.