

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: **Leadership in tourist organizations**

2. Course unit code: TUR 3030

3 Type of course: compulsory

4. Level of course unit: Master

5. Year of study: first

6. Semester when the course unit is delivered: second

7.Number of ECTS credits allocated: 6

8. Name of lecturer(s): assoc.prof. Snezhanka Ovcharova, PhD

9. Learning outcomes of the course unit:

The aim of the course "Leadership in tourist organizations" is to give knowledge for the key concepts of leadership and develop leadership features and skills necessary for effective management of tourism organizations. The course focuses on learning to build a corporate culture and motivate the team in tourist structures as basic prerequisites for successful operation of businesses in a global environment. . Seminars help to develop skills for analysis of theoretical and practical material, ability to present a personal opinion and discussion, ability for teamwork.

10. Mode of delivery: face-to-face.

11. Prerequisites and co-requisites: students should be acquainted with the main management theories.

12. Course contents: Course "Leadership in tourist organizations " introduces the basic concepts of leadership and their application in contemporary organizations. Issues related to creating leadership strategies , motivating teams are considered. Program deals also with change management and the role of leader for successful adaptation of the organization in a dynamic global environment .

13. Recommended or required reading:

- ♦ Акселрод А., Патън за лидерството. Стратегически уроци за корпоративна война. Класика и стил. С. 2005г.
- ♦ Дракър П. Ефективният ръководител. Класика стил. 2006г.
- ♦ Дракър П. , Мениджмънт в следващото общество. Класика и стил, С. 2006.
- ♦ Ледийн М., Макиавели за модерното лидерство. Класика и стил. С. 2004.
- ♦ Максуел Дж. Развий лидера в теб. Изток-Запад, С. 2004г.
- ♦ Овчарова Сн., УЧР при управление на събитията”-тезиси по проект на ЕС. ВСУ, 2007.
- ♦ Овчарова Сн. Организация и технология на управлението- тезиси, казуси, тестове. ВСУ, 2009г.

14. Planned learning activities and teaching methods: The concept of teaching " Leadership in tourist organizations" implies systematic study of theoretical material and successful management practices and their application in organized discussions, individual work and development assignments. Presentation of the material is combined with active discussion and participation of students to disclose necessary leadership skills and techniques for successful management of tourist enterprises. During the seminars are considered case studies, tests,

business games and more. and students are assessed by certain number of points according to their participation in the discussions.

15. Assessment methods and criteria: Final grade from the course "Leadership in tourist organizations" is formed from the results of the written examination, the number of points of course work and seminars. The weight of individual components in the final assessment is as follows: the sum of the points course work and exercises-30% of the written exam results - 70%..

16. Language of instruction: Bulgarian, English.

17. Work placement(s): none.