

**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: **Управление на конкурентоспособността**

2. Course unit code:: TUR 3045

3. Type of course unit: optional

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: 3

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

9. Learning outcomes of the course unit:

The aim of the course "Management of competitiveness" is to acquaint students with the basic concepts of competitiveness and to develop skills of analysis and detection of the unique characteristics of the products, technology, management, creating competitiveness.

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

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

12. Course contents: The course introduces the basic concepts of competitiveness in business and its importance for successful adaptation of organizations in a dynamic global environment. Discussed are the factors influencing the competitiveness and indicators for evaluation and analysis. Presents the characteristics of tourism products and the possibilities of creating competitive advantages.

13. Recommended or required reading:

- ♦ Велев Мл. Оценка и анализ на фирмената конкурентоспособност, ИК "Софттрейд", 2004.
- ♦ Велев Мл.. Клъстерен подход за повишаване на конкурентоспособността. 2006.
- ♦ Портър М. "Конкурентна стратегия: Техники за анализ на индустрии и конкуренти. Класика и стил, 2010.
- ♦ Рибов М. Управление на конкурентоспособността в туризма. Тракия-М. 2006.
- ♦ Овчарова Сн. Управление на знанията. ВСУ, 2005г.
- ♦ The Global Competitiveness Report 2011-2012. World Economic Forum.

14. Planned learning activities and teaching methods: The concept of teaching in "Management of competitiveness" implies a multimedia presentation of theoretical knowledge and successful management practices and their application in organized discussions, individual work and development assignments. Seminars include analysis of case studies course assignment. Концепцията на обучението по

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.