

**GENERAL TOPICS FOR COURSE WORK EXAM**  
**for students from BUSINESS ECONOMICS AND MANAGEMENT**  
**taught in English**  
**BACHELOR'S degree**

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**1. Prof. SHTEREV Ph.D. leads course project in the next thematic fields:**

- 1.1. Dynamic marketing management process
  - 1.2. Marketing organization of Business organizations
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**2. Assoc. Prof. BRESTNICHKA Ph.D. leads course project in the next thematic fields:**

- 2.1. Trade secret protection. Scope of the confidential information. Conditions for granting protection against unfair competition
  - 2.2. Technology licensing as a commercialization strategy
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**3. Assoc. Prof. BLAGOEV Ph.D. does not supervise course projects**

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**4. Assoc. Prof. RADEV Ph.D. leads course project in the next thematic fields:**

- 4.1. Generic competitive business strategies
  - 4.2. Strategic Business Analysis
  - 4.3. Strategies for business growth
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**5. Assoc. Prof. DIMITROV Ph.D. leads course project in the next thematic fields:**

- 5.1. Management theories for the 21st century
  - 5.2. Modern organization designs for business organizations
  - 5.3. Management aspects of the contemporary business organization
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**6. Assoc. Prof. MILUSHEVA Ph.D. does not supervise course projects**

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**7. Assoc. Prof. IVANOV Ph.D. leads course project in the next thematic fields:**

- 7.1. Enterprise conflicts management
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**8. . Assoc. Prof. GESHKOV Ph.D. leads course project in the next thematic fields:**

- 8.1. Advertising communication process in the business organization
  - 8.2. Advertising strategy of business organization
  - 8.3. The advertising campaign in the business organization
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**9. Chief. Assist. Prof. SLAVOVA Ph.D. leads course project in the next thematic fields:**

- 9.1. Business Process Modeling as a strategy to increase the efficiency of business process management.
  - 9.2. Relationship between reengineering, optimization and improvement of processes with their management.
  - 9.3. Indicators for determining the level of successful implementation of reengineering.
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**10. Assoc. Prof. BIOLCHEVA Ph.D.** leads course project in the next thematic fields:

10.1. Methods of expert assessments in risk analysis - brainstorming, method "Delphi", interview

10.2. Risk in the process of development of new products of the company

10.3. The use of stress testing as a measure of the risk

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**11. Assoc. Prof. IORDANOVA Ph.D.** leads course project in the next thematic fields:

11.1. Project management for innovation and investment projects

11.2. Innovative climate within a business organization

11.3. Startup business and strategies

11.4. Business information systems

11.5. Innovation development and management: Lean Startup. Kanban. Gamification. Agile and Scram

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**12. Assoc. Prof. DIMITROV Ph.D.** leads course project in the next thematic fields:

12.1. Contemporary Issues of Human resources management

12.2. A Modern Approaches to Human resources management systems

12.3. Employee Motivation

12.4. Leadership and Leaders

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**13. Chief. Assist. Prof. DEEVSKI Ph.D.** leads course project in the next thematic fields:

13.1. Business financing and investments

13.2. Cost controlling

13.3. Cost analysis

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**14. Assoc. Prof. MOLHOVA Ph.D.** leads course project in the next thematic fields:

14.1. Economics of the digital enterprise

14.2. Intellectual property management in business organizations

14.3. Patent and innovation researches

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**15. Chief. Assist. Prof. KOLEVA Ph.D.** leads course project in the next thematic fields:

15.1. Financial aspects of intellectual property

15.2. Intellectual property management in business organizations

15.3. Patent and innovation researches

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**16. Chief. Assist. Prof. VASILEVA Ph.D.** does not supervise course projects

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**17. Chief. Assist. Prof. KOLYANDOV Ph.D.** leads course project in the next thematic fields:

17.1. Online Business Marketing Planning

17.2. Internet marketing management in the business organization

17.3. Peculiarities of the used online business models

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