Faculty: FACULTY OF TELECOMMUNICATIONS AND MANAGEMENT
Department: GENERAL ENGINEERING
Professional Field: 5.13. GENERAL ENGINEERING
Specialty: DIGITAL ENTREPRENEURSHIP AND HIGH TECHNOLOGY
Educational-qualification degree: BACHELOR

LEARNING COURSE DESCRIPTION

1. Course title: *MARKET AND COMPETITIVENESS OF THE HIGH-TECH ENTERPRISE*
2. Course code: B.45.056.1
3. Type of the course: *Compulsory*
4. Level: *Bachelor*
5. Year of study: *Third*
6. Semester: *Sixth*
7. Number of credits: 6
8. Name of the lecturer: *Assoc. Prof. Ivaylo Stoyanov, PhD, Assoc. Prof. eng. Plamen Pavlov, PhD, Assist. eng. Petya Georgieva, PhD*
9. Course learning outcomes:

The aim of the course is to acquaint students with basic concepts, regulatory requirements and real cases in the field of markets and competitiveness. Attention is paid to the distinction between the basic concepts and terminology in the field of high-tech enterprises. In connection with the realization of the goal in the practical exercises, free applications of Google App are used, which are publicly available. The presented topic concerns the most important aspects of competitiveness in the context of high-tech industries.

Students who have completed their training in the discipline must acquire:

Basic knowledge of the nature and specifics of regulatory requirements, competitiveness and markets and tools for their analysis in the field of high-tech industries.

Practical skills for working with various instruments for measuring competitiveness.

Competencies: Upon completion of the course, students should be able to identify, analyze and conduct competitiveness studies at the industry and enterprise levels.

10. Teachingmethods:

Google apps and multimedia resources are used for teaching during lectures to illustrate basic principles, tools and real cases. The above are also applied in the practical exercises.

11. Prerequisites:

Prerequisites and co-requisites: Enterprise economy, Quality engineering, Production management, Fundamentals of economics, Fundamentals of management.

Courses using the discipline are: Digital environment and business, Strategic management, Benchmarking of high-tech enterprises.

12. Course contents:

The presented topic concerns the most important aspects in the field of competitiveness and markets of high-tech industries. In the practical exercises, analyzes are performed at the industry and enterprise level, using the free applications in Google Apps.

13. Bibliography

Basic literature:

1. **Велев М.,** „Оценка и анализ на фирмената конкурентоспособност“, изд. Софиятрейд, 2004; ISBN: 954972588X.
2. **Велев М.,** „Клъстерен подход за повишаване на конкурентоспособността“, изд. Софиятрейд, 2007, ISBN 9789543340453.
3. **Портър М.,** „Конкурентното предимство на нациите“, изд. София и стил, 2016, ISBN:978-954-327-093-4.
4. **Рибов М. и др.,** „Системи за качество и конкурентоспособност“, изд. Тракия-М, 2013, ISBN: 9786197003055.
5. **Сандалски Б.,** „Техническа конкурентноспособност на промишлените продукти в ЕС“, изд. Изток запад, 2016, ISBN: 9786191528882.
6. **Chursin, A., Vlasov, Y., Makarov, Y.,** Innovation as a Basis for Competitiveness- Theory and Practice, ISBN 978-3-319-40600-8, Springer, 2017.

7. **Neroitti, P.,** New business model in smart cities: Emerging trends and methods of analysis, Smart City, Finance & Technology Program of Department of Management and Production Engineering, Politecnico di Torino, 11 Aprile 2013.

Additional literature:

1. **Министерски съвет**, Портал за обществени консултации: http://strategy.bg/.
2. **Kavadias, S. at al.,** The Transformative Business Model, https://hbr.org

14. Assessment methods and criteria:

The course ends with an *exam.*

1. Requirements for forming the assessment according to the six-point system

Students are given tasks for independent work related to the lecture material or practical exercises. Ongoing control includes solving tests and practical tasks. The evaluation is in accordance with previously announced criteria. The activity of students during classes is important in setting specific practical tasks.

2. Formation of the final assessment

The grade in the course is formed on the basis of a point system, as the maximum number of points that students can receive is 100. The sum of points in current control is collected by solving tests and practical tasks; with it the student is admitted to an exam, within which points are added, the maximum of which is announced in advance. Table 1 presents the evaluation based on the number of points.

Table 1.

Number of points	**Assessment According to the 6-point Scale System**
0 – 20	Fail 2 **(**F)
20 – 39	Fail 2 (FX)
40 – 49	Satisfactory 3.00 (E)
50 – 59	Satisfactory 3.00 (D)
60 – 69	Good 4.00 (C)
70 – 84	Very good 5.00 (B)
85 – 100	Excellent 6.00 (A)

15. Language of instruction: *Bulgarian*