



Faculty: FACULTY OF TELECOMMUNICATIONS AND MANAGEMENT

Department: INFORMATION TECHNOLOGY

Professional Field: COMMUNICATION AND COMPUTER EQUIPMENT

Specialty: CYBERSECURITY IN BUSINESS

Educational-qualification degree: BACHELOR

LEARNING COURSE DESCRIPTION

1. Course title: LEADERSHIP AND ENTREPRENEURSHIP

2. Course code:

3. Type of course: compulsory

4. Level: Bachelor

5. Year of study: second

6. Semester: third

7. Number of credits: 6

8. Name of the lecturer: Prof. Dr. Miglena Temelkova

9. Learning outcomes for the discipline:

The aim of the course is to provide students in a systematic way with basic knowledge in the field of organizational leadership and entrepreneurship and the formation of specific leadership and digital competencies in a digital environment.

Students completing the course should acquire:

Basic knowledge of:

- the nature of entrepreneurial digital competencies in business, the nature of human entrepreneurial potential;
- the nature of fundamental leadership digital competencies, about the main characteristics of a digital leader operating in a dynamic, changing and highly digitalized global environment.

Practical skills for achieving multi-faceted and multi-faceted leadership and entrepreneurial advancement in a specific niche, industry and/or region.

Competencies: Upon completion of the course, students should have mastered the methods and approaches for building an optimal leadership style as well as the mechanisms of effective entrepreneurial interaction.

10. Teaching method:

The teaching method is "experiential learning", with material presented in seminar form, in the form of games, case studies, assignments, and tests. The use of group role-plays allows students to learn the basic concepts related to the discipline and to define economic problems, cases and challenges.

11. Prerequisites:

Students should have an in-depth knowledge of the core subjects studied in high school.

Knowledge of the subjects studied in the Bachelor's degree is essential.

12. Course content:

The course forms in the form of a seminar the basic knowledge and skills of leadership and entrepreneurial digital competencies. The whole training is structured in the form of theoretical material, case studies, role plays and test assignments.

13. Bibliography

Basic literature:

1. **Занковский, А.** Психология организационного лидерства: в поисках корпоративной синергии. РАН. Москва, 2015.
2. **Темелкова, М.** Лидерство в бизнес организации от сектора на услугите. Колор принт. Варна, 2017.
3. **Kollman, T.** Digital Leadership: Grundlagen der Unternehmensführung in der Digitalen Wirtschaft. Springer. 2020.
4. **Petry, T.** Digital Leadership: Erfolgreiches Führen in Zeiten der Digital Economy. Haufe. 2019.
5. **Valentine, S., et al.** Human Resource Management, 16th Ed. Cengage, 2019.
6. **Стоянов, И.** Основи на управлението. Авангард прима. 2018.

7. **Темелкова, М.** Въведение в контролинга. Колор принт. Варна, 2016.
8. **Темелкова, М.** Стратегически контролинг в бизнес организацията от сектора на услугите. Колор принт. Варна, 2017.
9. **Abegglen, C.** Unternehmen neu erfinden: Das Denk- und Arbeitsbuch gegen organisierten Stillstand. Frankfurter Allgemeine Buch, 2018.
10. **Etzold, V., Godec, S.** Strategie: Planen - erklären – umsetzen. Gabal. 2019.
11. **Gertsbach, P.** Basiswissen Business-Analyse: Probleme lösen, Chancen nutzen. Redline Verlag. 2015.
12. **Gleich, R., Grönke, K.** Strategische Unternehmensführung mit Advanced Analytics: Neue Möglichkeiten von Big Data für Planung und Analyse erkennen und nutzen. Haufe Lexware. 2017.
13. **Graumann, M.** Controlling: Begriff, Elemente, Methoden und Schnittstellen. NVB Verlag. 2018.
14. **Guenter, T.** Die PEST-Analyse als effektives Instrument des strategischen Managements Taschenbuch. Grin Verlag. 2016.
15. **Hruschka, P.** Business Analysis und Requirements Engineering: Produkte und Prozesse nachhaltig verbessern. Carl Hanser Verlag GmbH & Co. 2014.
16. **Johnson, G., Scholes, K., Whittington, R.** Strategisches Management - Eine Einführung: Analyse, Entscheidung und Umsetzung. Pearson Studium. München, 2011.
17. **Negri, C.** Führen in der Arbeitswelt 4.0. Springer, 2019.
18. **Niefnecker, A.** Pfadabhängigkeit im Internationalen Management. Eine interdisziplinäre Analyse. Springer. 2019.
19. **Oestereich, B., Schröder, C.** Das kollegial geführte Unternehmen: Ideen und Praktiken für die agile Organisation von morgen. Vahlen, 2016.
20. **Raab, G., Crisand, N.** Transaktions-Analyse. Feldhaus Verlag. 2018.
21. **Sauerhöfer, F.** SWOT-Analyse zur Strategieentwicklung in der Unternehmensführung am Beispiel eines Unternehmens. Grin Verlag. 2016.
22. **Seltmann, C.** Turbo für kleine Unternehmen. Books on Demand, 2017.

Допълнителна литература:

1. **Kreutzer, R., Neugebauer, T., Pattloch, A.** Digitale Transformation – Geschäftsmodell-Innovation – agile Organisation – Change-Management. Springer. 2016.
2. **Temelkova, M.** A Model determining Leadership in the Business Organizations under the Conditions of the Forth Industrial Revolution. Scientific Journal “Economics and Finance”. Monreal, Canada, 2017.
3. **Wagner, D.** Kompetenzen – Führungsverhalten – Umsetzungsempfehlungen. Springer. 2017.

14. Assessment methods and criteria:

The achievement of the training objective is controlled by a written exam in the form of a test during the exam session. The assessment is formed through a point scale, taking into account the participation in the practical classes and the individual work of the student during the semester. The final grade in the discipline is formed on the basis of a point system, with the maximum number of points that students can receive being 100. The final assessment is formed by a theoretical test and the results of the assignments, case studies, and tests completed in the course of the group role-playing games, taking into account the students' activity during the educational process itself during the semester. Grading weight:

- Assessment in the learning process - tests, case studies, assignments, role-plays - carries 50% weight in the final assessment;
- Online theory test of 20 questions lasting 40 minutes - carries 50% weight in the final grade.

The assessment of the test is based on the following criteria: up to 50% correct answers - **Fail** 2; up to 70% correct answers – Satisfactory 3; up to 80% correct answers – Good 4; up to 90% correct answers - Very good 5 and over 91% - Excellent 6).

The formation of the final grade (CO) is based on the results obtained from the current control in the course of training and the group dynamic process (TC) and the result of the theoretical test (TT), and the correspondence between the number of points and the assessment according to the six-point system.

$KO = 0.5 TT + 0.5 TC$

15. Language of instruction: *Bulgarian and english*