

The improved master program “Entrepreneurship and innovation”

The changes are a result of the participation of the lecturers’ team from the [faculty of Business and Management of the University of Ruse](#) on various international projects, directly funded by the **European Commission**. A considerable change is that the teaching process is reorganized according to the **Model of Folder** in which the students get mainly consultations for their business intentions and each discipline is [a laboratory for your success](#) in which through course works you find the pragmatic answers to the following questions:



Question by the student:	A discipline to search the answers from:	Team of academic consultants:
Can I be a good entrepreneur and what kind?	Introduction to entrepreneurship	Assoc. prof. Emil Kotsev, PhD Assist. prof. Miglena Pencheva, PhD
How can I implement my business idea?	Business models for entrepreneurs	Assoc. prof. Pavel Vitliemov, PhD Assist. prof. Irina Kostadinova, PhD
How can I ensure my company’s advantages through Intellectual property?	Intellectual property protection OR Creative management	Assoc. prof. Pavel Vitliemov, PhD Assist. prof. Nikolay Stankov, PhD
How can I overcome competition?	Sales management of SMEs OR Heuristic methods	Prof. Diana Antonova, PhD Assist. prof. Irina Kostadinova, PhD
How can I reach to a quality product with a low value with minimal resources and efforts – through own production or by ordering another company to produce it?	Operational management of SMEs	Assoc. prof. Anton Nedyalkov, PhD Assoc. prof. Svilena Ruskova, PhD Assist. prof. Svilen Kunev, PhD
How can I ensure overcoming cataclysms and attractive profits through the relationships with the potential partners?	Organization of the financial documentation in SME’s	Assoc. prof. Lyudmila Mihaylova, PhD Assist. prof. Aneliya Lubenova, PhD
How can I control the company development – new clients, new employees, new assets, new responsibilities, new competitors – how can I manage them?	Growth management in SME’s	Assoc. prof. Emil Kotsev Assist. prof. Miglena Pencheva, PhD
How can I organize the innovational activity in the company and generate advantages over the competitors?	Innovational policy in SME’s OR Management of innovational projects for SME’s	Assoc. prof. Milena Kirova, PhD Assist. prof. Preslava Velikova, PhD Assist. prof. Igor Sheludko, PhD
How can I protect the company from corruption?	Anticorruption policies and practices for SME’s	Assoc. prof. Daniel Pavlov, PhD Assist. prof. Bojana Stoycheva, PhD

The program ends with [a master thesis](#) ([Svilen Kunev, PhD](#), [Miroslava Boneva, PhD](#)) which has to integrate the achievements of all the studied subjects.

The master program “Entrepreneurship and innovation” is appropriate for students who:

- (1) Want to create their own company – on their own, a family based company or in a partnership;
- (2) Already have their own business - on their own, a family based company or in a partnership;
- (3) Want to work in private or public structures in assistance to the SME’s.

For students who have studied business the training is [2 semesters](#) and for everyone else it is [4 semesters](#). The training is [part-time presence](#) and it takes place only [Saturday and Sunday](#). The semester fees are considerably lower than the consultants’ fees which would give you the same [answers](#). You can send questions to the Coordinator of the master program [assoc. prof. Daniel Pavlov](#) (dpavlov@uni-ruse.bg). You can file your application in September at the faculty of Business and management. The beginning of the academic year is in the middle of October.

GOOD LUCK TO ALL WHO STRIVE TO MANAGE THEIR LIVES ☺