



HUMAN  
RESOURCE  
DEVELOPMENT  
CENTRE



Lifelong  
Learning  
Programme



Burgas Free University

## CERTIFICATE OF ATTENDANCE

*Certificate №14040255/15.07.2014*  
*ECTS: 6 credits*

*This is to certify that*

*Pedro Miranda*

*has attended the ERASMUS Intensive Programme*  
*"Strategic Business Decisions in a Risky and Rapidly Changing Environment"*  
*and successfully completed all modules of the programme.*

*The course took place during the period 2<sup>nd</sup> July – 16<sup>th</sup> July 2014 at Burgas Free University, Bulgaria.*

Assoc. Prof. Mariya Neycheva, PhD  
Project Coordinator

Prof. D.Sc. Galya Ilieva  
Rector  
Burgas Free University



Partner Universities





Els continguts i competències que es volen desenvolupar són les següents:

#### Description of the Intensive Program

The IP **aims to** prepare professionals with in-depth knowledge, methodological and prognostic capabilities of strategic decision making in a risky and rapidly changing environment. The **specific objectives** comprise:

- to extend and update the theoretical knowledge acquired in the area of strategic management, entrepreneurship and risk management;
- to deepen the competence related to the specific nature of the decision making process in the contemporary business organization;
- to enhance communication skills necessary to work in multinational teams and environment;
- to facilitate the adaptation of the students to the common European labor market by strengthening the link between higher education and the real economy's needs.

The **target group** consists of 40 students as well as 9 lecturers from the partner academic institutions.

**Direct beneficiaries** are the students from six European universities (countries) following bachelor or master programs in business and economic studies, engineering studies or computer science having expressed strong interest in entrepreneurship and management. These are also the academic staff members who conduct the teaching process and exchange innovative ideas.

**Non-direct beneficiaries** include: all current and future students in academic programs related to the IP's topic; teachers in corresponding scientific areas; professionals, experts as well as researchers of different aspects of management and entrepreneurship.

The **scope** of the main activities comprises: tutoring in subjects connected with strategic management and decision making under risk; meeting practitioners; project development, presentation and discussion of successful practices in a lecture-discussion format; problem solving activities in international teams.

Taking into consideration its clearly expressed cross-disciplinary nature, the program facilitates the development of both knowledge and competencies designed to improve the flexibility and the adaptability of the future young professionals and entrepreneurs to the requirements of the European economies. It will extend some **general skills** such as: to communicate effectively, to take adequate decisions under uncertainty, to use computer systems for the purposes of information processing, to adjust the theoretical knowledge acquired during the educational process to the specific needs and features of the real business, mathematical competencies. The program is also designed to build **specific skills** concerning the strategic management and entrepreneurship in a risky environment, the application of both mathematical methods and management information systems in business.

Upon the successful completion of the program the students are **expected to be able** to apply contemporary models, forms and methods for scientific predictions; to work out strategies, programs and business plans at firm, regional or national levels; to use ICT in the managerial process as well as to collaborate effectively in a international working environment.

#### Altres atractius del curs:

Aquest curs incorpora excursions gratuïtes a Nessebar i Sunny Beach.

Bourgas és la quarta població de Bulgària. Està situada a la costa del Mar Negre. És un important centre turístic i industrial. Podeu trobar més informació a els links:

Sozopol: <http://bulgariatravel.org/en/object/259/sozopol>

Nessebar: <http://english.nessebarinfo.com/> or

[http://bulgariatravel.org/en/search\\_result?search=1&sText=nessebar](http://bulgariatravel.org/en/search_result?search=1&sText=nessebar)

Bourgas: <http://www.Bourgas.bg/en/index/index>



**Oportunitat de fer una estada finançada i amb reconeixement de crèdits a la  
universitat de Burgas Free, Bulgària  
Del 2 al 16 de juliol de 2014**

La Burgas Free University, mitjançant un programa de la Unió Europea us finança fins a 1.000 euros\*, una estada de quinze dies per du a terme un curs intensiu sobre  
**“Strategic Business Decisions in a Risky and Rapidly Changing Environment”**  
 La superació d'aquesta activitat, suposa el reconeixement de 6 ECTS.

El programa acadèmic, que es realitza en anglès, és el següent :

Day	Activity
<b>2. 07. 2014</b>	<b>Arrival and Accommodation</b>
<b>3. 07. 2014</b> 8.30 – 15.30	<b>Topic: External and Internal Risks for the Company</b> Prof. Maria Adelaide Tareco
<b>4. 07. 2014</b> 8.30 – 15.30	<b>Topic: Risk assessment and management</b> Ing. Miroslav Špaček, PhD
<b>5. 07. 2014</b> 8.30 – 15.30 <b>6. 07. 2014</b> 8.30 – 15.30	<b>Topic: Strategic Planning under Uncertainty</b> Prof. Dr. József Gáll
<b>7. 07. 2014</b> 8.30-15.30 <b>8. 07. 2014</b> 8.30 – 11.30	<b>Topic: Strategic Management</b> Prof. Carlos Grau Alguero (professor UB)
<b>8. 07. 2014</b> 11.30 – 15.30 <b>9. 07. 2014</b> 8.30 – 15.30	<b>Topic: Strategic Marketing Planning</b> Prof. Esther Subira Lobera (professor UB)
<b>10. 07. 2014</b> 8.30 – 15.30 <b>11. 07. 2014</b> 8.30 – 11.30	<b>Topic: Quantitative and Qualitative Methods for Business Environment Forecasting</b> Prof. Engin Demirel
<b>11. 07. 2014</b> 11.30 – 15.30 <b>12. 07. 2014</b> 8.30 – 15.30	<b>Topic: Strategic Behavior and Game Theory</b> Prof. Evgenia Nikolova  Prof. Mariya Neycheva
<b>13. 07. 2014</b> 8.30 – 15.30	<b>Topic: Management Software for Business Decisions</b> Prof. Mariya Neycheva, Prof. Galina Kurteva
<b>14. 07. 2014</b> 8.30 – 14.30  <b>16.00 – 17.30</b>	<b>Topic: Application of the Management Software in the Real Business Environment</b> Prof. Mariya Neycheva, Prof. Galina Kurteva  <b>Topic: Evaluation of Students' Knowledge and Skills:</b> Moodle test
<b>15. 07. 2014</b> 8.30 – 12.30	<b>Topic: Evaluation of Students' Competences</b> Course work: Presentation and Evaluation
<b>14.00 – 16.00</b>	<b>Final Evaluation of the IP. Closing Ceremony</b>
<b>16. 07. 2014</b>	<b>Departure</b>