

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF MARKETING**

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**ACCEPTED BY:**

**Rector:**

(Prof. Dr. Plamen Iliev)

**SYLLABUS**

**SUBJECT: “PROBLEM SOLVING FOR BUSINESS”;**

**DEGREE PROGRAMME: „Business and management“; BACHELOR’S DEGREE**

**YEAR OF STUDY: 4; SEMESTER: 8;**

**TOTAL STUDENT WORKLOAD: 150 h.; incl. curricular 90 h.**

**CREDITS: 5**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURSE</i>	<b>WORKLOAD, h.</b>	<b>TEACHING HOURS PER WEEK, h</b>
<b>CURRICULAR:</b>		
incl.		
• LECTURES	30	2
• SEMINARS (lab. exercises)	30	2
<b>EXTRACURRICULAR</b>	60	-

Prepared by:

1. ....

(Prof. Evgeni Stanimirov, PhD)

2. ....

(Sen. Assist. Prof. Vladimir Zhechev, PhD)

3. ....

(Assist. Prof. Viktoria Stancheva)

Head of department: .....

„Industrial Business“ (Prof. Evgeni Stanimirov, PhD)

## **I. ANNOTATION**

The course “Problem Solving for Business” as a part of students’ education in **Business and management** focuses on problem solving theory and methodology.

Specifically, the course objectives are:

- Introduction in problem identification and problem solving;
- Enhancing students’ problem solving and decision making abilities by learning problem definitions, problem model design and alternative decision making;
- Presenting specific characteristics of the business problem and problem structure;
- Expanding students’ understanding and knowledge of the specific business problem solving strategies and techniques in various industries;
- Developing expertise in direct/transferable effects related to problem solving methods.
- Complete a team project intended to practice new problem solving skills and demonstrate accomplishments through team efforts.

The course is developed in 7 units and allows students to obtain knowledge and build fundamental research and management skills in correspondence with contemporary aspects of marketing, ethics, corporate social responsibility and the legislation.

By course completion, students should:

- 1/ Understand the problem solving theory, methodology and process;
- 2/ Apply the multidisciplinary approach in problem solving;
- 3/ Learn and apply decision making process on the basis of analyzing business problems;
- 4/ Provide specific applications in problem solving based on case studies.

## **II. THEMATIC CONTENT**

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>I. Focus on Problem Solving: Theory, Methodology and Practices</b>		<b>4</b>	<b>4</b>	
1.	Theoretical frameworks of problem solving			
2.	Introduction in methodology of problem solving			
3.	Contemporary practices in problem solving for business			
<b>II. Problem – Definitions, Characteristics and Types</b>		<b>4</b>	<b>4</b>	
1.	Problem - definitions			
2.	Problem – specific characteristics			
3.	Problem - classifications			
<b>III. Process of Problem Solution Design</b>		<b>4</b>	<b>4</b>	
1.	Identifying problem			
2.	Specifying problem			
3.	Hypothesis design			
4.	Diagnostic design			

5.	Problem solving decisions			
6.	Implementation			
7.	Audit			
<b>IV. Problem Conceptual Model Design</b>		<b>4</b>	<b>4</b>	
1.	Inputs			
2.	Transformations			
3.	Outputs			
4.	Variable selection			
5.	Problem Structure			
<b>V. Hypothesis Design</b>		<b>4</b>	<b>4</b>	
1.	Environmental focus			
2.	Intra company focus			
3.	Integrity focus			
<b>VI. Diagnostic design tools</b>		<b>5</b>	<b>5</b>	
1.	Statistical tools			
2.	Management tools			
3.	Marketing tools			
4.	Financial tools			
5.	Market tools			
<b>VII. Problem Solving Decisions</b>		<b>5</b>	<b>5</b>	
1.	Decision design			
2.	Alternative decisions			
3.	Implementation specifics			
4.	Direct and transferable effect audit			
<b>Total:</b>		<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

No. by row	TYPE AND FORM OF CONTROL	№	extracurricular, h.
<b>1.</b>	<b>Midterm control</b>		
1.1.	Project (on a predefined theme)	<b>1</b>	<b>20</b>
1.2.	Test (mixed questions)	<b>1</b>	<b>10</b>
<b>Total midterm control:</b>		<b>2</b>	<b>30</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	<b>30</b>
<b>Total final term control:</b>		<b>1</b>	<b>30</b>
<b>Total for all types of control:</b>		<b>3</b>	<b>60</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. Aken, J., Berends, H. and Hans van der Bij. Problem Solving in Organizations. A Methodological Handbook for Business and Management Students, Cambridge University Press, 2 ed., 2012.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Anderson, D. et al, **Statistics for Business and Economics** / David R. Anderson et al . - 3. ed. . - New York : Cengage Learning, 2014 .
2. Newman, V., **Problem Solving for Results** / Victor Newman . - Hampshire : Gower, 1995.