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QUARTERLY REPORT FOR THE SECOND QUARTER OF THE SECOND YEAR

**UNIVERSITY OF DELAWARE - BULGARIA
MANAGEMENT TRAINING AND ECONOMICS EDUCATION PROGRAM
GRANT NO. EUR-0029-G-00-1044-00**

Period of Coverage: October 1 - December 31, 1992

January 29, 1993

**Quarterly Report for the Second Quarter of the Second Year
University of Delaware - Bulgaria Management Training and Economics
Education Program
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I. Executive Overview: The second quarter of the second year of the project saw the University of Delaware management, economics, and English language teams continue their efforts to assist Bulgaria in its transition to a free-market economy. The management program was conducted in Plovdiv during this quarter, with an emphasis on teaching marketing skills. Because of a diminishing level of support from the Technical University in Plovdiv, however, it was decided to move the management program back to Sofia during the next quarter. The management team also conducted a highly successful, one-day seminar for businesspersons in the city of Pazardzhik, which is about 20 miles west of Sofia. In the meantime, the advanced economics program, centralized in Sofia, brought the original participants to within two courses of completing the program. Plans were being made to integrate some of these students into a supervised teaching program during the spring. The English language program offered an extensive menu of courses in both Plovdiv and Sofia, and continued to provide the interpretation and logistical support so necessary for the success of the program. Finally, intensive negotiations were underway with several ministries in order to better tailor our offerings to their needs. As the quarter ended, a mutual cooperation and support agreement was signed with the Center for Training Foreign Economic Personnel. This agreement will provide the University of Delaware with excellent facilities, from where its faculty will offer advanced training in business and economics, as well as English language training.

II. National Focus Initiatives

A. During this quarter, the University of Delaware-Bulgaria Coalition (UDBC) administrators, faculty, and staff continued to respond to requests for assistance from ministries and institutions in Sofia. The greatest achievement of the quarter was the agreement signed on 4 December 1992 with the former School for Training Foreign Economic Personnel, now the Center for Training Foreign Economic Personnel (CTFEP).

1. The UDBC and the CTFEP agreed to cooperate in offering advanced training in economics and business beginning in June of 1993. (Note, however, that cooperative efforts after 31 May 1993 are subject to continued funding of the University of Delaware grant by the Agency for International Development [AID].) Also included in this agreement is a provision for the retraining of the foreign language faculty of the CTFEP. The unique program created by this agreement received enthusiastic support from the

Bulgarian government, the Ambassador of the United States, and the AID Mission Director. The essence of the program is to provide the first Western-style, advanced economic and business training offered in Bulgaria. The target participants are middle managers from government and business, as well as university faculty.

2. The CTFEP was the first postgraduate school in Bulgaria to offer programs in marketing and finance. It began operations 30 years ago under the auspices of the Ministry of Trade and the now-defunct Ministry of Foreign Economic Affairs, and now has an 80-member faculty. The Ministry of Trade was recently given sole authority over the CTFEP by the Council of Ministers. The negotiations to establish the cooperative effort lasted over five months. The extraordinary amount of time required to successfully complete the agreement was due to the reluctance of the CTFEP administration to accept the Ministry of Trade-approved program as proposed by the UDBC. The UDBC's Spaska Tcherveniyashka and Sandra McCollum were instrumental in convincing the CTFEP administration that the program was not a threat to their faculty. The Ministry of Trade representative to the negotiations, Mr Toshev, provided enthusiastic support from the beginning. As evidence of the significance of the event, the signing ceremony was attended by the Ambassador of the United States of America, the Minister of Trade of the Republic of Bulgaria, the AID Mission Director, and several members of the press.

B. Other meetings and initiatives are summarized below:

1. Ministry of Finance: McCollum, Tcherveniyashka, and Jeff Miller met on 30 October with Ognian Kalapishev, Head of the Ministry's Information Services Division, to discuss UDBC assistance programs. The Ministry of Finance has a serious shortage of qualified personnel caused by the exodus of staff to private sector jobs in the banking and financial service industries. Kalapishev stated that the Finance Ministry cannot offer salaries high enough to keep or to attract qualified personnel. McCollum will keep Kalapishev informed of UDBC faculty in-country.

2. Ministry of Labor: Project Director Stan Shumway, Dr Janet Hunt-McCool, and Tcherveniyashka held a follow-up meeting with Stoimen Velez, Head of the Ministry's International Relations, and three other Ministry officials on 15 October. Velez requested English language training for Ministry staff, a course on US labor and social welfare programs, and management training. (For a complete description of the labor and social welfare course, see Economics Education Program section below.) McCollum and Tcherveniyashka also met with training department supervisors at the Ministry and were given a tour of facilities for language training in central Sofia and in the Kremikovski suburb on November 6. The excellent facilities in Kremikovski, though far from central Sofia, would be ideal for intensive training programs, such as weekend or

week-long seminars, due to the availability of dormitories and cafeterias. (For a complete description of the follow-up on the language training proposal, see the English Language Program section below.)

3. Coordination with other US Government-funded agencies:

a. United States Department of Agriculture (USDA): McCollum and Jeff Miller met with Kimberly Piccone, International Affairs Specialist, on 5 November to discuss a USDA-offered packaging and grading seminar in Plovdiv in June of 1993. Ms Piccone suggested that UD management faculty be involved in the seminar, possibly giving talks or advising participants. McCollum offered to keep Piccone informed of management faculty schedules, which had not been planned beyond the Year Two completion date of May 1993.

b. USAID Europe and RCG/Hagler, Bailly, Inc.: Shumway, McCollum, and Jeff Miller met with Robert Archer, the Deputy Chief of the Energy and Infrastructure Department of USAID Europe, and David A. Keith, Vice President of RCG/Hagler, Bailly, Inc., to discuss their need to locate and train engineers to assist in conducting energy audits in eight plants in Bulgaria. Keith explained that a similar project in Hungary had experienced difficulties due to the local engineers' lack of English proficiency and management experience. As a result, the Bulgaria project administrators are planning to recruit local engineers more carefully, but they fear that even the best candidates may need management training. Specifically, they inquired as to the possibility of the UDBC program providing training in the following areas: industrial management, inventory control, production scheduling, and conducting audits. Shumway informed Archer and Keith that we didn't have courses scheduled for the winter or spring in those specific areas, but that selected recruits might be given seminars if in-country management faculty had expertise in any of the needed training areas. McCollum offered to search UDBC databases for engineers who have completed some basic management courses and speak English, and sent a list of these people after the meeting. To follow up on this request, a list of scheduled management courses and seminars will be sent to the in-country coordinators of this energy audit project.

c. Peace Corps: A request from Peace Corps Volunteer Caren Becker, who is assigned to Vidin, for a list of reading room materials on the US poultry industry was fulfilled by UDBC secretary, Kate Nikolova.

d. US Foreign Commercial Service (USFCS) - Department of Commerce: At the 3 November meeting of the United States Business Initiative for Bulgaria (USBIB), John Fogarasi suggested establishing a resource bank of in-country personnel and

commercial materials. McCollum responded to this request by providing a catalog of the Sofia Resources Center's reading room and media room holdings. McCollum also wrote a draft proposal for designing a survey to be given to all USBIB personnel, which would be used for setting up a database that would enable users to locate in-country expertise in industry-specific areas. Fogarasi plans to allocate funds to hire staff to work on this project and will continue planning with McCollum in January.

e. US Social Security Administration (SSA): Faculty member Hunt-McCool, who was in-country during the 5th and 6th quarters, received information that the SSA Director of International Policy, Mr James Kissko, would coordinate a visit from Bulgarian Labor Ministry officials through the International Visitor Program.

III. Management Training Program

A. **Overview:** At the beginning of this quarter, Professor Michael Pohlen replaced John Kmetz, who had resigned as Director of the Management Training Program. This coincided with the Management Program's move from Varna to Plovdiv, where team members participated in the Plovdiv International Technical Fair. In addition to finalizing planning for the rest of Year Two, preparations were also begun for a possible extension of the program into a third year. Along with a number of formal course presentations in Plovdiv, the quarter also saw a series of intensive seminars being offered, with heavy emphasis on marketing and marketing planning. Some of the seminars were given in a new location, the city of Pazardzhik. There was also considerable advisement and consultation done with a wide variety of Bulgarian businesspersons, academicians, and government officials.

B. Program Planning and Preparation

1. **Preparation for the Remainder of the Second Year:** Much of this work was done in Delaware, with frequent contacts with in-country personnel. Two major adjustments had to be made. In the first case, it became clear that support from the Technical University in Plovdiv would not be sufficient for us to continue an active program in that city. Thus, the planning focused on a shift of all activities to Sofia for the third and fourth quarters of the second year. Secondly, plans for seminar offerings in the general area of agribusiness were terminated, based on discussions with in-country representatives of AID and the Department of Agriculture. In Sofia, the focus for the remainder of the second year would be on seminars for practicing professionals, mainly in the areas of marketing and finance, although there would also be courses in quality management and human resources management.

2. **Discussions Concerning Year Three:** An agreement, signed by both the University of Delaware-Bulgaria Coalition and the Center for Training Foreign Economic Personnel, called for the "design and execution of advanced business and economics training program." The focus of our development activity was on a certificate program in advanced management topics, which could be completed in a calendar year. Further development of this program is ongoing, subject to further funding information.

C. Management Course Offerings:

1. See Appendix A for the complete schedules and descriptions of the management courses offered in Plovdiv during this quarter.

2. All seven sections of the five courses offered were in the form of intensive hands-on business seminars for practitioners, and reached a total of approximately 400 registrants. Each of the courses involved project work on developing a business, marketing, or financial plan, and these exercises resulted in further extensive one-on-one and small-group advisement sessions between faculty and students.

3. The courses were all held in the evening and were scheduled so that students could take advantage of all offerings, and many did just that. Most of the students were from local business and government organizations, along with a few academicians from the Technical University, the University of Agriculture, and the College of Mechanical and Electrical Engineering, which is associated with the Technical University in Sofia.

4. The instructors, Krum and McDowell, were both in-country during the entire quarter, and both they and the students benefited from the long duration of their stays.

5. **Course Evaluations:** The course participants again gave high grades to both the course contents and the instruction, as shown by the following responses to some key questions on the post-training questionnaires:

a. #1 - The quality of instruction was excellent.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
49%	39%	7%	2%	0%

b. #3 - The content of this course is relevant to my needs.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
42%	42%	8%	4%	0%

c. #6 - The instructors seem to be well-versed in the topic as it relates to the country.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
26%	41%	8%	8%	0%

d. #13 - I would recommend this course to other interested parties.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
64%	27%	4%	2%	0%

D. Pazardzhik Outreach and Marketing Seminar

1. **Background and Planning:** As a spin-off from contacts established at the Plovdiv Fair, In-Country Coordinator McCollum and Assistant In-Country Coordinator Abadzhiev contacted Mr George Concannon, a retired executive with the International Executive Service Corps (IESC), who is providing field services at Pazardzhik, a city one-third the size of Plovdiv and about 20 miles west of it. The interest of the business community and local government administrators in our management course offerings was identified through an exchange of telephone conversations and faxes. Abadzhiev and McDowell made a trip to Pazardzhik on October 29th and met with Municipal Council President Zdravko Christev, Municipal Management Training Projects Administrator Terzjiski, Liaison Officer Antov, and Mr Concannon. Future cooperation formats in management training and on-site consultation and advisement to local firms were discussed. A pilot program, comprising a one-day marketing seminar in Pazardzhik, was scheduled and agreed upon.

2. **Preparation:** Abadzhiev worked closely with Pazardzhik administrators to publicize the seminar in the local press and through distribution of UDBC promotional materials to local businesses. He arranged the logistical support for the seminar, including a 60-person room in the Pazardzhik Municipal Council Building and classroom equipment. He next worked with Professors Krum and McDowell in compiling and translating into Bulgarian a seminar package, which included the lecture summaries, outlines, and a participant survey, and was given to each participant for future reference. The UDBC Plovdiv office provided

coordination and logistical support in copying the seminar packages and ensuring the availability of interpreters and transportation.

3. Pazardzhik Seminar

a. The seminar was held on November 20th, with a full house in attendance. McDowell delivered a lecture entitled "Essentials of Marketing," and Krum delivered a lecture entitled "Marketing Communications." The professors devoted time in the afternoon to offering consultations to representatives of individual firms. Project Director Stan Shumway also attended the seminar and had meetings with Mr Christev, other Municipal Council officials, and Mr George Terzov, the Mayor of Pazardzhik. The prospects for extended cooperation were discussed. Genuine interest was expressed in UDBC offering financial management seminars, advisement on the privatization of municipal firms, and expertise on developing a social security network for the retraining of the unemployed in the local community, a large proportion of whom happen to be of ethnic minorities. The UDBC was given assurances of the full support of the Municipal Council and the Mayor for these initiatives.

b. Among the businesses represented at the seminar were:

- Machine Cutting Tools Plant (6 participants)
- Furniture Plant "LUX"
- Office Equipment Service
- "Trakia" Paper and Cardboard Factory
- Private Electrical Company "Kotev & Son"
- "Electrometal" Plant
- "Test" Marketing and Consulting Firm
- Private Trading Companies: "Torgos", "NIK Express", "Petrova"
- "Avior" Soft Drinks Cooperative Firm
- "Kauchuk" Rubber Plant
- Village of Mokrishte Cooperative Farm
- Private Knitwear Firm, PC Disks and Tapes Manufacturers
- Technoimpex Pazardzhik Branch - cloth sack manufacturers
- Private Art Dealer

c. Both the participants and our hosts expressed satisfaction with the seminar (see Appendix B for the results of the participant surveys completed by 56 of those in attendance), and were anxious to get more training in a more-systematic fashion. This accounts for the slightly lower result, compared to the otherwise consistently high level of satisfaction reported in the survey, on the question related to this particular training format. Participants and municipal administrators were enthusiastic and aware of the need for training to face the challenges of an emerging market economy.

d. In addition to a request to teach a full-blown marketing course in Pazardzhik, participant-suggested areas of special interest and perceived needs for further offerings included:

(1) approaches and practical guidelines for executing marketing plans and strategies in the local Bulgarian context of transition from a centrally planned to a free market economy;

(2) programs for the economic analysis and development of regions going through depression and a high level of unemployment (over 20%);

(3) clarification of the term "most favored nation trading status" and the opportunities it presents; and

(4) a series of marketing topics customized for the small and medium-sized firm.

4. **Follow-up:** An agreement has been reached between the Pazardzhik Municipal President and Stan Shumway for the UDBC to offer, during the next quarter, weekend managements seminars on selected topics at area businesses, as well as financial expertise and other assistance in the preparation of municipal firms for privatization. In addition, the English Language Program is in the planning stages of a Teacher Training Workshop for the Pazardzhik area, again with the assistance of the municipal council and the local educational authority.

E. Activities Outside the Classroom

1. Management faculty members Shumway, Krum, and McDowell all participated in the Plovdiv International Technical Fair. Shumway made a presentation on the University of Delaware program in Bulgaria. Their participation provided valuable exposure for the USAID-sponsored program and the University of Delaware, and gave them opportunities for interaction and insights into Bulgarian business problems.

2. Shumway presented seminars on personnel management and small-business credit problems at the Small Business Conference organized by John Fogarasi, the US Department of Commerce representative in Bulgaria.

3. The growing knowledge within the management team about Bulgarian business problems was evidenced by the extensive amount of consultation and advisement offered by the management faculty during the quarter. Thirty-five individual meetings (beyond those at the Fair) were documented by the faculty. These meetings were held with individuals or small groups from twenty organizations, ranging from the City of Plovdiv Transport and the

Technical University to a number of business firms and several groups of students forming their own companies. In several cases, follow-up work is being done by Krum and McDowell upon their return to Delaware.

F. Management Program Goals for the Third Quarter of the Second Year

1. Reestablish the management program in Sofia.
2. Conduct scheduled course offerings in financial analysis, total quality management, marketing, finance and accounting, and operations management.
3. Continue the business seminar series in Pazardzhik.
4. Plan and begin conducting a series of seminars on marketing, operations and technology, organizational structure, and management techniques, for the USAID-sponsored "Industrial Energy Efficiency Project."
5. Continue to develop the details on the structure and required support for the proposed graduate-level certificate program in management with the Center for Training of Foreign Economic Personnel.
6. Finalize planning for the following two quarters.

IV. Economics Education Program

A. Overview: The Advanced Economics Program continued its intensive pace in Sofia during this quarter, with most of the students nearing "graduation" next quarter. Plans were initiated to have some of the completed advanced students take on a supervised teaching load in the spring. In addition, the economics faculty again met with a diverse group of academic and governmental officials in an effort to assist them in their transition to a free-market economy.

B. Economics Instructional Program

1. **Faculty:** The economics faculty team this quarter consisted of the University of Delaware's Jeffrey Miller, who also resumed his former directorship of the economics program from Ken Koford on November 1st; Dr Janet Hunt-McCool, formerly senior economist for Fu Associates, Inc, and a recent associate professor of economics at the University of Georgia; and Stephan Petranov, formerly an associate professor in the Institute of Economics of the Bulgarian Academy of Sciences and a recent recipient of a Master of Arts degree in Economics from the University of Delaware under a Hamilton Fellowship. Professor Petranov is the first

Bulgarian instructor in our program. In addition to these three professors, Dr Hunt-McCool's husband, Dr Thomas McCool, also assisted in seminars and workshops and other consultations. He is the Assistant Director of the Division of Taxation and Policy in the US General Accounting Office (GAO) and an adjunct professor of economics at Georgetown University.

2. Status of the Advanced Economics Program

a. This quarter saw the completion of the second phase of the Advanced Economics Program. In addition to the original thirteen students who began the program in June and have so far completed eight of the ten required courses, five additional students have now taken enough courses so as to also be considered part of the program. While the original students will "graduate" during the next quarter, these new students will be able to complete the program by June, if it continues in the same format as this year. Some other students, who were interested in the general subject matter, also attended some of the courses, but, in most cases, found it difficult to stay with the courses because of the advanced level of the material.

b. Because there are only three advanced courses scheduled for the spring, we plan to have as many advanced students as possible teach lower level economics courses. This will enable us to expand our program with well-trained teachers and increase our offerings for people who do not speak English very well. Teaching can also be a valuable learning experience, so a supervised teaching experience should prove to be beneficial for both teachers and students. Our plan is to integrate the teaching assignments with our desire to prepare new students to begin the Advanced Program in June. This year, we found that almost all the successful participants had taken courses with us during the first year. Due to budgetary constraints, we have been unable to offer lower level classes in Sofia. Now that we have trained new teachers, we should be able to do this.

c. The program also maintained close contact with important Bulgarian institutions, such as the Central Bank and the Institute of Economics. Because most of the classes were held at the Institute, more of its people were able to attend. As part of the Money and Banking class, we also started a joint project with the Bulgarian National Bank. The students wrote papers on various aspects of the Bulgarian banking system, which we will integrate and use to produce a report, which can be used by us to enhance future courses and by the National Bank to inform outside visitors about the workings of the banking system.

3. **Course Offerings:** See Appendix C for full descriptions and schedules of the economics courses offered in Sofia during this quarter.

4. **Course Evaluations:** Once again, the post-training survey results in Sofia validated the contents of the courses and the teaching methodologies. A summary of responses to some of the key questions follows:

(1) #1 - The quality of instruction was excellent.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
64%	31%	1%	3%	0%

(2) #3 - The content of this course is relevant to my needs.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
59%	31%	8%	2%	0%

(3) #6 - The instructors seem to be well-versed in the topic as it relates to the country.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
60%	26%	11%	1%	2%

(4) #13 - I would recommend this course to other interested parties.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
65%	28%	6%	0%	0%

C. **Activities Outside the Classroom:** The economics faculty team kept up its busy schedule outside the classroom in many dealings with students and officials from government agencies and universities, as the following shows:

1. Jeffrey Miller:

a. Made a presentation with Stan Shumway before the economics and business faculty at the Technical University in Sofia, describing the role of business and economics programs in an engineering university.

b. Met with Marin Marinov of the Technical University on numerous occasions to discuss possible assistance the program could give to that institution.

c. Along with his assistant, Andrew Kenningham, met twice with Lubomir Hristov, Chief Economist at the Bulgarian National Bank, about the project described above involving students in the Money and Banking course. This project consists of papers written by students describing the operations of the bank and the impact that these operations have on the determination of the money supply in Bulgaria. Additional meetings have been held with members of the bank staff to clarify issues that are not available in written materials published by the bank.

d. Met several times with Tsetimir Tsachev, who is teaching the mathematics class for students in the economics program at Sofia University, to discuss the design and content of this course.

e. Met with George Chobanov, Dean of the Faculty of Business and Economics at Sofia University, on issues relating to joint programs. It is our continuing hope that graduates of our program will eventually secure positions at Sofia University. Stephan Petranov, our Bulgarian faculty member who attended the master's program at the University of Delaware from 1991-92, is now seeking an appointment as a professor in that department.

f. Appeared with Petranov in an interview on Sofia Television.

g. Has an article describing the Advanced Economics Program and its progress to date in the newspaper, "1,000 Days."

h. Presented a paper on "The Role of the Stock Market in the Financial Sector" at a widely advertised AIESEC conference on stock markets. During the conference, Miller was interviewed by the newspaper, "Seven Business Days," and by Radio Free Europe.

i. Attended a conference, sponsored by the British Know-How Fund, in Assenovgrad, where he gave a presentation on the organizational structure of Bulgarian firms.

j. Ensured that, under the direction of Andrew Kenningham, work is proceeding on the translation and editing of David Colander's introductory economics textbook. The plan is to have sufficient chapters ready this spring, so that it can be used in classes taught by participants in the Advanced Economics Program.

2. Janet Hunt-McCool:

a. Described the University of Delaware-Bulgaria Coalition program to the Director of the Division of Statistics and two Senior Researchers in the Institute of Sociology. A session

followed at the Sofia Resource Center during which these persons were introduced to our staff and facilities, including the Reading Room and Media Room.

b. Met with the Vice Chairman and Senior Statistician of the Institute of Statistics to inform them of our program and request assistance for getting data to be used in a seminar series at the Ministry of Labor and Social Welfare.

c. Conducted a seminar series at the Ministry of Labor and Social Welfare. The seminar series consisted of four separate lectures and discussions titled: Unemployment, Training, and Unemployment Insurance in the US; Pension Planning, Public and Private Sources; Problem Areas in the US Labor Market: Low-Wage Workers and Dislocated Workers; and The Role of Unions in the US.

d. Met with Dr Vladimir Abadzhiev, Senior Member of Parliament, on four separate occasions to provide information on health laws, worker disability legislation, and budget and tax issues concerning social insurance. A report was prepared for one of these meetings and delivered to Dr Abadzhiev. Pertinent documents from the United States were also obtained to assist him.

e. Met with faculty of the Institute of Sociology to provide them with information on physician payment reform.

f. Met with Dr Stoyman Velez, Head of the International Division, and Dr Vladimirov, Head of the Training and Retraining Division, both of the Ministry of Labor and Social Welfare, to offer assistance and plan a series of seminars of general interest for Ministry personnel.

g. Met with Dr Vulov, the Deputy Minister of Health, on two occasions to offer assistance in analyzing health care delivery systems. However, this offer was not acted upon by the Ministry.

h. Participated in joint meetings with the Ministry of Labor, Ministry of Privatization, and Ministry of Health, as a representative of the economics faculty to assist in program planning.

3. Thomas Hunt-McCool:

a. Presented a seminar, entitled "Optimal Taxation," and a workshop, entitled "Budget Deficits and Taxation," to the economics program participants and members of the Institute of Economics.

b. Consulted Dr Vladimir Abadzhiev, Member of Parliament, on taxation and budget issues, reviewing proposed

Bulgarian legislation in these areas and contrasting it with Western countries.

c. Donated personal books for student resources, and provided numerous reports from US agencies to Dr Abadzhiev.

D. Economics Program Goals for the Third Quarter of the Second Year

1. Ensure that the original Advanced Program students complete all requirements for the program, except the final research papers.

2. Plan the program for the third year, which begins in June 1993.

3. Plan the integration of the Advanced Program students into a supervised teaching experience during the fourth quarter of the second year.

4. Complete the translation of the macroeconomics section of the Colander introductory textbook, so that it can be used during the following quarter.

5. Complete the report on the Bulgarian banking system.

6. Recruit new students for the second year of the Advanced Program.

V. English Language Program

A. Overview: During the busy second quarter of the second year of the grant, the English Language Program (ELP) met or surpassed all of the goals set for the period, through its instructional programs in the cities of Plovdiv and Sofia, and through a significant outreach program. Fourteen sections of English language instruction were conducted; teacher training workshops were held in three cities; and short seminars and special presentations were also given.

B. General

1. The ELP team continued its management of all program testing, placement, and database management. The ELP also continued to provide necessary interpretation and translation support for management and economics courses, as well as translation of official documents and interpretation at significant meetings.

2. Interpretation in Plovdiv was provided by full-time faculty Vanya Ivanova (before she moved to join the Sofia team) and

Ruslan (Ross) Abadzhiev, and by local part-time interpreters, Zlatka Chervenкова, Sashko Pavlov, and Milena Grigorova, who had experience working with the UDBC project in the spring Plovdiv program.

3. An improvement on past translation/interpretation project practices was made by providing translated course outlines and by preparing glossaries of specialized terms for both the interpreters' and participants' reference. Written translations were executed by Abadzhiev and Ivanova. The translated material was very well received by students.

4. The existence of the English Language Program within the Bulgaria project has proven invaluable in opening doors for future program planning. During meetings this quarter with Bulgarian government ministries, ELP proposals sparked great interest, by offering a practical language base for participants who will attend management and economics courses, which are delivered in English.

5. The ELP welcomed three new Bulgarian faculty during this quarter. In Sofia, Sofia University Professor Tsonka Vassileva joined the ELP staff. In Plovdiv, Plovdiv University Professors Krassimira Sharkova and Sashko Pavlov joined the Plovdiv business English faculty. All completed their courses successfully and received high marks from students on both the Koltai and ELP evaluation instruments.

C. English Language Program Goals for the Second Quarter of the Second Year: There were six essential goals of the English Language Program for this quarter as outlined below:

1. Maintain the ongoing logistical support for the University of Delaware programs in Sofia and Plovdiv.

2. Complete the cycle of Economics English courses and begin a new cycle of courses in Sofia.

3. Complete the cycle of Business English courses in Plovdiv.

4. Continue the curriculum design for the pilot course in English for Banking.

5. Work with Bulgarian teachers, teacher trainers, and representatives from the Peace Corps and USIS to train teachers, distribute materials, and develop curricula.

6. Maintain and expand the Sofia Resource Center.

D. Implementation of the ELP Goals

1. **Goal #1 - Maintain the ongoing logistical support for the University of Delaware programs in Sofia and Plovdiv:** With the promotion of former ELP staff members Sandra McCollum and Ross Abadzhev to the positions of In-Country Coordinator and Assistant In-Country Coordinator respectively, the baton of most program logistical work has been passed to the able hands of these two administrators. See the Logistical Support section in Paragraph VI below for a discussion of program-wide administrative activity.

2. **Goal #2 - Complete the cycle of Economics English courses and begin a new cycle of Business English courses in Sofia.**

a. See Appendices D and E respectively for the complete schedules of English language courses taught at Sofia and Plovdiv during this quarter. See also Appendix F for descriptions of those courses.

b. The ELP team successfully completed a six-week cycle of Economics English on 29 October. The cycle consisted of six sections in support of the extensive economics program in Sofia, with students grouped according to their English language test scores. Approximately 90 students completed the cycle.

c. The second cycle, starting 2 November and ending 10 December, offered five sections of Business English. In order to qualify for a final certificate, students completed a final project, designed by their instructors to reflect course content and to allow the ELP team, as well as the students, to assess progress. Final projects included job interview simulations, videotaped presentations, and design of advertising materials.

d. **Participant Feedback:** The ELP in Sofia received strong evaluations from students on both the ELP and Koltai Group evaluation instruments.

(1) The following are responses from selected questions from the ELP Qualitative Instrument (see Appendix G for the full results):

(a) Item #2: Do you believe that your English class helped you to improve your communication skills?

Yes: 97% No: 1% Don't know: 0%

(b) Item #3: Do you believe that your Business English class helped you to improve your knowledge of business culture?

Yes: 75% No: 2% Don't know: 8%

(c) Item #6: Are you satisfied with the quality and effort of your English teachers in this program?

Yes: 97% No: 1% Don't know: 1%

(2) Results from the Koltai Group evaluation form also showed high satisfaction with the English Language Program in Sofia, as these responses from selected questions indicate:

(a) Item #1 - The quality of instruction was excellent.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
72%	28%	0%	0%	0%

(b) Item #3 - The content of this course is relevant to my needs.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
53%	42%	1%	2%	1%

(c) Item #6 - The instructors seem to be well-versed in the topic as it relates to the country.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
48%	34%	12%	5%	0%

(d) Item #13 - I would recommend this course to other interested parties.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
72%	22%	3%	2%	1%

3. Goal #3 - Complete the cycle of Business English courses in Plovdiv.

a. The English language program in Plovdiv consisted of seven, nine-week sections of Business English and one section of English for Business, Banking, and Finance. Responding to the students' backgrounds and expressed needs, the ELP team carefully selected and created materials using authentic texts from current business magazines and newspapers, as well as appropriate video documentaries and textbook materials. As in Sofia, each

section culminated in a final project, thus offering the students a sense of completion and an understanding of their progress. The final projects from both the Sofia and the Plovdiv English programs were collected into a test bank, as a resource for future course design.

b. The following is the final data (numbers and percentages of the total) showing student types for the fall Plovdiv program:

<u>STUDENT TYPE</u>	<u>PLOVDIV</u>	<u>SOFIA</u>
Faculty	85/21%	90/23%
Students	118/28%	57/15%
Government Officials	5/01%	73/19%
Business Community	125/30%	47/12%
Journalists/Media	3/01%	2/01%
Unemployed	24/06%	37/09%
Staff (State Institution)	54/13%	47/12%
Other (Including Agriculture)	--	37/09%
No data available	1/00%	--
Totals	415/100%	390/100%

The final data, used in the screening and placement process, show a concentration of applicants in the key target groups of education and business, totaling 79% of all applicants. Government officials, a key target group in the Sofia program, comprise a not-surprising, mere 1% of the Plovdiv applicant pool. Thus, in an effort to effect a higher degree of national impact by targeting government ministries, the program has decided to concentrate all of its forces in Sofia. (The entire UDBC Plovdiv staff left with many fond memories of this beautiful, friendly, and historical city.)

c. **Participant Feedback:** The ELP in Plovdiv received strong evaluations from students on both the ELP and Koltai Group evaluation tools.

(1) The following are responses from selected questions from the ELP Qualitative Instrument (see Appendix H for the full results):

(a) Item #2: Do you believe that your English class helped you to improve your communication skills?

Yes: 86% No: 9% Don't know: 5%

(b) Item #3: Do you believe that your Business English class helped you to improve your knowledge of business culture?

Yes: 81% No: 14% Don't know: 7%

(c) Item #6: Are you satisfied with the quality and effort of your English teachers in this program?

Yes: 93% No: 0% Don't know: 7%

(2) Results from the Koltai Group evaluation form also showed high satisfaction with the English Language Program in Plovdiv, as these responses from selected questions indicate:

(a) Item #1 - The quality of instruction was excellent.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
64%	32%	4%	0%	0%

(b) Item #3 - The content of this course is relevant to my needs.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
52%	44%	4%	0%	0%

(c) Item #6 - The instructors seem to be well-versed in the topic as it relates to the country.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
50%	12%	16%	0%	2%

(d) Item #13 - I would recommend this course to other interested parties.

STRONGLY AGREE	AGREE	NO OPINION	DISAGREE	STRONGLY DISAGREE
76%	22%	2%	0%	0%

4. Goal #4 - Continue the curriculum design for the pilot course in English for Banking. The ELP team expanded the original English for Banking course to include the components of business and finance, responding to a need in the business community and specifically serving an advanced level of proficiency. Course participants included staff members of Balkan Bank and Agricultural Cooperative Bank. ELP's Baerbel Schumacher, the course instructor, used case studies and authentic materials from business magazines and newspapers, in conjunction with

videotaped simulations, to serve as a springboard for discussing concepts and developing vocabulary pertinent to the content areas.

5. Goal #5 - Work with Bulgarian teachers, teacher trainers, and representatives from the Peace Corps and USIS to train teachers, distribute materials, and develop curricula.

a. **Varna Workshop** - The ELP team presented a teacher training workshop, entitled "Designing and Using Interactive Materials for Business English," in Varna on 24 October. Participants included faculty from throughout Bulgaria, as well as representatives from the Soros Foundation, International Association of Teachers of English As a Foreign Language (IATEFL), and USIS. ELP faculty members Tcherveniyashka, Jeanette Miller, McCollum, and Schumacher presented an approach to designing case studies appropriate for different levels of proficiency.

b. **Plovdiv Workshop** - On 12 November, the ELP team offered a teacher training workshop in Plovdiv, drawing interested faculty from Plovdiv University and local high schools, as well as a USIS representative. ELP team members Abadzhiev, Sharkova, Miller, and Schumacher presented interactive materials used to teach business English, specifically addressing listening, speaking, reading, and writing skills.

c. **Sofia Workshop** - In cooperation with Fulbright and Sofia University faculty, the ELP team offered a teacher training workshop in Sofia on 12 December. Presenters included Sofia University Fulbright Professor Roberta Adams and ELP faculty members Miller, Abadzhiev, Hill, Vassileva, and Ivanova. Participants included teachers from Sofia middle schools and high schools, Sofia University, the British Council, IATEFL, and Blagoevgrad public schools. The high quality of the presentations was met with enthusiasm and appreciation by the participants. Suggestions included the desire for more-frequent and longer workshops. Two other important requests were made by participants at the very successful Sofia workshop. High school-level faculty from the city of Blagoevgrad requested assistance with business English curriculum design, as a recent Ministry of Education decree has required public school English teachers to include business English in their language curricula. Secondly, workshop participant and Bulgaria IATEFL chair, Tania Kmetova, proposed joint UDBC/IATEFL workshops, to provide UDBC with a wider audience and larger presentation facilities. (See the teacher development goals for the third quarter of the second year below.)

d. The ELP team continued its commitment to BATE (Bulgarian and American Teachers of English) by attending its semiannual fall conference held in Varna on 24 October. Conference topics included ratification of BATE's bylaws and constitution in order for BATE to be recognized as a legal entity in Bulgaria, and

BATE's progress in becoming an affiliate of TESOL International, a professional organization headquartered in the US.

e. The ELP team also made contributions of materials to Bulgarian English language programs, served as consultants on methods and materials to Bulgarian English language teachers, and gave presentations to English language high school students. ELP Associate Director Schumacher visited the Balkan-Danish College and Indira Ghandi High School, fielding questions from students and consulting with teachers.

f. In cooperation with the Friends of Delaware Society President, Katya Ignatova, Schumacher offered a weekly discussion series at the Sofia Resource Center, featuring the cultural and geographical diversity of the US through feature films and documentaries.

g. ELP Director Jeanette Miller responded to a request for teacher training by the Pazardzhik Municipal Council President, Zdravko Christev, by drafting a proposal for a day-long teacher seminar to be held in late January 1993. The proposal also included an initial questionnaire to be distributed to English teachers in the municipality, to accurately assess their needs, interests, and availability for a future workshop.

h. On 4 December, ELP faculty members Schumacher and Miller offered an information session to interested program participants on how to apply for admission to an American university. Information included a detailed handout, available resources, and possible funding organizations. The session concluded with individual consultations.

i. The ELP continued in its commitment to promoting quality teaching "in-house," as well as in the community. During this quarter, ELP Director Miller observed ELP faculty Sharkova, Vassileva, Pavlov, and Tcherveniyashka in class, and provided both oral and written feedback.

6. Goal #6 - Maintain and expand the Sofia Resource Center.

a. The Resource Center (RC) continued to play an important role in Sofia as a source of up-to-date information and materials in the fields of management, economics, and English language learning and teaching. The RC also served as the primary communications and coordination center for both the Sofia and Plovdiv programs. Alex Markov, Spaska Tcherveniyashka, Vanya Theodorova, and Ekaterina Nikolova staffed the center, and In-Country Coordinator McCollum and Economics Team Director Jeff Miller held extended office hours there daily. In December, a new Media Room attendant, Bogolina Janbova, was hired after Markov and McCollum carefully screened and interviewed numerous candidates.

b. Media Room

(1) The Media Room remained a busy place as the following demographic statistics for this quarter show:

Total visitors	405
Days open	52
Daily average	7.8
Regular visitors	10
Males	213
Females	192
Students	253
Business managers	31
Researchers	21
Teachers	21
University professors	14
Journalists	9
Academic administrators	1
Others	55

(2) Despite having to spare equipment and materials (one video station, two laptops, and tapes) for the Plovdiv program, the Media Room maintained and improved its service to the public.

(a) During the 6th quarter, the EFL audio materials were again widely used, especially the TOEFL test tapes and books.

(b) The computer-based catalog of reading room holdings was updated by Librarian Katya Zhekova, and all new titles were entered into the computer in the Media Room. The catalog was frequently used by students, researchers, and academic writers. This catalog was also given upon request to the American University of Bulgaria in Blagoevgrad and other US assistance programs.

(c) A new TSP program for statistical data-processing was installed on the IBM computer in the Media Room to assist the advanced economics students in their classes.

(d) The Panasonic tri-standard VCR and camcorder went out of service in November and took some time to be successfully repaired. The repair of the VCR took quite a long time because special integrated circuits had to be ordered from the US.

(e) Using Resource Center equipment and resources, the RC staff did additional backup copying of TOEFL audio- and videotapes of economics lectures given within our program.

d. Reading Room

(1) The Reading Room experienced a 40% increase in visitors over the previous quarter, and continued to be a very valuable resource to a wide variety of users as shown below:

Total Visitors	1018
New readers registered for this period	140
Copies of materials used	1551
Regular visitors	878
Males	491
Females	387
Students	628
University professors	135
Researchers	79
Business managers	51
Teachers	24
Others	101

(2) Readers now make use of the Media Room's computer-based holdings catalog, which is constantly updated to reflect all newly arrived books and catalogs. The Reading Room continues to be a popular place for scholars and students alike.

e. American Film Series: The American Film Series has continued its very popular Friday afternoon showings in the Media Room. The announced theme of movies shown during this quarter was American culture, customs, and lifestyles. McCollum and Schumacher introduced the films and led post-film discussions.

f. Resource Center Services to the Public and Faculty and Logistics Support

(1) The main activities of the RC Staff during this quarter were to keep the public informed about the project, to monitor the Media and Reading Rooms, to support resident faculty, and to provide communications support to the Plovdiv program. The RC staff successfully relayed facsimile communications between the University of Delaware and the Plovdiv office. This system was implemented to ensure an in-country central file of all incoming and outgoing faxes and to avoid incurring extra communication expenses due to the weaker phone lines in Plovdiv.

(2) Markov submitted bi-monthly financial reports to McCollum, who then entered them in the computerized financial management program designed by Shumway.

7. Other Significant ELP Activity: The Bulgarian Ministry of Labor accepted a proposal for conducting Business English courses drafted by ELP's Jeannette Miller. More than 200 Ministry personnel who expressed interest in English courses were tested during November and December. As a result, a group of

approximately 70 Ministry staff personnel, who had some previous background in English, were selected to begin courses in January 1993.

E. English Language Program Goals for the Third Quarter of the Second Year

1. Provide Business English instruction for qualified applicants from Bulgarian government ministries and agencies.

2. Cooperate with the School for Training Foreign Economic Specialists in developing Business English curricula and teacher development projects.

3. Provide English language support for participants in the UDBC Advanced Economics Program.

4. Work with Bulgarian teachers and teacher trainers and representatives from the Peace Corps and USIS to distribute materials, train teachers, and develop curricula.

5. Maintain and expand programs at the Sofia Resource Center.

6. Provide database management and testing and placement services for all program participants.

VI. Logistical Support

A. During this quarter, logistical support for the Sofia and Plovdiv programs was coordinated by McCollum in Sofia and Abadzhiev in Plovdiv. Markov and the Resource Center staff were able to assist McCollum in locating classrooms for economics and English courses at the Institute of Economics, the Danish-Bulgarian College, and the Technical University. Sofia University also provided a large lecture hall for testing the English language skills of Ministry of Labor personnel.

B. The Director of the Danish-Bulgarian College has been extremely supportive in providing two classrooms for UDBC English classes. In return, teachers from the College have used the RC Media Room to show films to their classes, and the UDBC donated a set of Economics and English language texts to the College library.

C. Markov also assisted McCollum in locating houses for the Sofia-based faculty, and in negotiating, writing, and signing leases for these houses.

D. Using a financial management program written by Shumway to record bank transactions, salaries, and expenses, McCollum and Abadzhiev entered all second-year expenses and generated the

appropriate financial reports. In following quarters, these reports will be generated bi-monthly. Abadzhiev also trained RC Coordinator Markov to record Resource Center and payroll disbursements.

E. In an effort to maintain the UDBC team spirit, despite the distance between the Sofia and Plovdiv programs, McCollum edited and distributed a monthly news report that helped faculty and staff in both cities stay informed of upcoming events and activities.

VII. Plovdiv Program Setup and Ongoing Logistical Support

A. Abadzhiev, Jeanette Miller, Vanya Ivanova, and Spas Videv moved the management and English programs to Plovdiv upon the completion of the Varna Summer '92 program. An administrative office was set up at the Technical University, which also provided rooms for the management and English courses. Videv, the Plovdiv office coordinator, was active in promoting the program and in gaining the same level of support as had been provided by the Technical University in the spring.

B. The Plovdiv team worked on securing accommodations for the incoming Plovdiv faculty. Individual or double apartments, including some through the Trimontium Hotel, were leased on cost-saving and favorable terms. Abadzhiev prepared the leases, maintained good relations with landlords, and made payments of rent and other associated expenses.

C. Shumway, McCollum, and the Plovdiv team set up and staffed a University of Delaware booth in the American Pavilion of the Plovdiv Trade Fair. Contact was also established with Peace Corps and IESC representatives and Fulbright Professors. These contacts led to coordinated efforts of both the management and English program with members of these American missions.

D. Abadzhiev and Videv worked jointly in maintaining the ongoing logistical support for the Plovdiv office, overcoming a number of challenges related to permanently securing the copier and fax machines, which were eventually contracted through a lease arrangement.

E. ELP Director Jeanette Miller handled the Plovdiv database management and trained Plovdiv Administrative Assistant Tania Peeva in the basics of D-base, which is used for class scheduling and quarterly reporting.

F. The Plovdiv team saw the first real medical emergency in the history of the UDBC project. Management team members Mike McDowell's visiting young daughter, Charlotte Ann, had to be rushed to a hospital at night with an abdominal condition. In spite of

the lack of a special project medical contingency plan, Abadzhiev and other team members rose to the occasion. Charlotte Ann received the best attention and treatment and recovered in time for her flight home.

G. The Plovdiv team completed all courses before Christmas and moved the UDBC equipment and books to the new site in Sofia, which was formerly the Center for Training Foreign Economic Personnel, and will become the instructional focal point for our program in the next quarter.

APPENDIX A

MANAGEMENT COURSES OFFERED IN PLOVDIV DURING THE SECOND QUARTER OF THE SECOND YEAR

SCHEDULE

1. **Marketing Communications and Advertising (Krum)**; October 5-8, 12-15, and 19-21, 26-29; 5:00-6:30; Plovdiv Technical University; in English, with consecutive interpretation into Bulgarian; 62 students
2. **Marketing Communications and Advertising (Krum)**; November 9-12, 16-19, 23-26, and 30, and December 1-3; 5:00-6:30; Plovdiv Technical University; in English, with consecutive interpretation into Bulgarian; 116 students
3. **Essentials of Marketing (McDowell)**; October 12, 14, 19, 21, 26, and 28; 5:00-7:30; Plovdiv Technical University; in English, with consecutive interpretation into Bulgarian; 36 students
4. **Essentials of Marketing (McDowell)**; October 13, 15, 20, 22, 27, and 29; 5:00-7:30; Plovdiv Technical University; in English, with consecutive interpretation into Bulgarian; 37 students
5. **Managing the Small Export/Import Business (McDowell)**; November 2, 4, 9, 11, 16, and 18; 5:00-7:30; Plovdiv Technical University; in English, with consecutive interpretation into Bulgarian; 44 students
6. **Managing the Small Export/Import Business (McDowell)**; November 3, 5, 10, 12, 17, and 19; 5:00-7:30; Plovdiv Technical University; in English, with consecutive interpretation into Bulgarian; 44 students
7. **Financial Management and Accounting (McDowell)**; November 30 and December 1-3, 5:00-6:30, and December 9, 10, 15, and 17, 5:00-8:00; Plovdiv Technical University; in English, with consecutive interpretation into Bulgarian; about 60 students

MANAGEMENT COURSE DESCRIPTIONS

1. **Marketing Communications and Advertising (Krum)** - This course is an introduction into marketing management in the business organization. It covers the basic concepts for developing a marketing strategy, the methods for evaluating market opportunities with an emphasis on exporting, the promotion component of a marketing program, and the information needed to create an advertising campaign. It is intended for any businessperson in a market-oriented firm and for experts directly involved in marketing and advertising, and assists the students in the application of the

marketing and advertising concepts to the Bulgarian economy and the emerging market system.

2. **Essentials of Marketing (McDowell)** - This course introduces the role of marketing in economic development and highlights the universal marketing functions through concepts and the application of ideal formula-modeling for measuring effectiveness in real-world decision-making. The course provides definitions and introduces marketing strategies. It analyses the interactions of those activities designed to plan, price, promote, and distribute products, services, and ideas. These "4 P's" have been organized in a way to provide structure for analysis of controllable variables. The course further highlights marketing segmentation and positioning, and makes clear to students how to find and screen strategic marketing opportunities by studying the external environments that affect marketing plans and programs. The course emphasizes a variety of frameworks, models, and classification systems, and equips students with a marketing sense and techniques to enable them to analyze situations and feasibilities in the context of the Bulgarian free-market economy.

3. **Managing the Small Export/Import Business (McDowell)** - This course is an overview of export/import methods, strategies, procedures, and concepts. It covers the management of the export process through an introduction into developing an export plan for the Bulgarian exporter. It takes the student through the stages of stating the firm's export policy commitment, background analysis, marketing component, action steps, budgeting, and implementation schedule. The course also introduces export/import pro forma statements.

4. **Financial Management and Accounting (McDowell)** - This course is an introduction into standard Western financial management methods and practices. It covers the role of the financial manager, the process of determining the market value of the firm, the development of the decision-making tools of analysis for evaluating risk and return, and financial leverage of the firm. The course includes the presentation of models for the evaluation of optimal and suboptimal decision-making to enable the firm to add value. It covers the development of ratios, application of ratio analysis, and discount cash-flow analysis.

APPENDIX B

PAZARDZHIK SEMINAR PARTICIPANT SURVEY RESULTS DURING THE SECOND QUARTER OF THE SECOND YEAR

Participant Demographics:

a.	executive directors	31%
b.	marketing and advertising managers	28%
c.	administrative department heads	18%
d.	production managers	17%
e.	staff	5%
f.	others	1%

1. How did you find out about this seminar?

a.	from a newspaper advertisement	28 %
b.	from my boss	42 %
c.	from a friend	7 %
d.	other	23 %

2. The instructional content and material were:

a.	excellent	53%
b.	very good	36%
c.	good	7%
d.	satisfactory	4%
e.	poor	0%

3. The quality of instruction and the lecturers' presentation skills were:

a.	excellent	83%
b.	very good	13%
c.	good	4%
d.	satisfactory	0%
e.	poor	0%

4. The format and manner of organization of the seminar were:

a.	excellent	39%
b.	very good	35%
c.	good	3%
d.	satisfactory	4%
e.	poor	0%

5. The suitability of the instructional material to your professional needs was:

a.	excellent	40%
b.	very good	23%
c.	good	29%
d.	satisfactory	8%
e.	poor	0%

6. The interpreters' contributions to your understanding of the lecture material were:

a.	excellent	1%
b.	very good	37%
c.	good	22%
d.	satisfactory	0%
e.	poor	0%

APPENDIX C

ECONOMICS COURSES OFFERED IN SOFIA DURING THE SECOND QUARTER OF THE SECOND YEAR

SCHEDULE

1. **Money and Banking (Miller)**; September 21-October 21; 2:00-3:30, Monday and Wednesday; Technical University; in English only; about 50 students
2. **Economic Development (Miller)**; October 26-December 16; 2:00-3:30, Monday and Wednesday; Technical University; in English only; about 20 students
3. **Intermediate Microeconomics (Hunt-McCool)**; September 22-December 17; 2:00-3:30, Tuesday and Thursday; Institute of Economics; in English only; about 35 students
4. **Information and Firm Structure (Miller)**; September 21-December 11; 6:15-7:45, Monday and Wednesday; Institute of Economics (Monday) and Technical University (Wednesday); in English only; about 30 students
5. **Labor Economics (Hunt-McCool)**; September 22-December 11; 3:30-5:00, Tuesday and Thursday; Institute of Economics; in English only; about 30 students
6. **Econometrics (Petranov)**; September 22-December 11; 6:15-7:45, Tuesday and Thursday; Institute of Economics; in Bulgarian; about 40 students

ECONOMICS COURSE DESCRIPTIONS

1. **Money and Banking (Miller)** - This course describes different elements of the monetary and financial system, including commercial and central bank activities. Also analyzed are the problems of designing a financial system which takes the savings of individuals and passes this money to business firms for investment purposes. The text is Mishkin's The Economics of Money and Banking. (Note that this course was previously called **Economics of the Monetary and Financial System**.)
2. **Intermediate Microeconomics (Hunt-McCool)** - This is a standard intermediate microeconomics course, but taught at a relatively advanced level. It covers numerous topics, including: review of basic economic concepts, supply and demand, choice and demand, market demand and elasticity, general equilibrium and efficiency of markets, production and supply, pricing and output under perfect competition, and pricing and output decisions under monopoly.

3. **Information and Firm Structure (Miller)** - This course investigates the impact of cost information on the behavior of individuals and markets. Topics include decision-making under risk and uncertainty, insurance, consumer-employer search behavior, product liability, industrial safety, futures markets, and problems of contract enforcement.

4. **Labor Economics (Hunt-McCool)** - This course covers an analysis and application of economic models relating to such labor market topics as gender and race discrimination, determination of wages and fringe benefits, labor unions, individual and firm investments in education and training, geographical mobility, labor supply (including welfare programs), and professional sports. The topics are applied to real situations in Bulgaria.

5. **Econometrics (Petranov)** - This is an innovative applied econometrics course, which covers the use of statistical methods, especially multiple regression, to quantify economic models, including situations when the assumptions of classical statistics do not hold. Berndt's The Practice of Econometrics is the textbook for the course, and is supplemented by econometric software, including data sets.

APPENDIX D

ENGLISH LANGUAGE COURSES OFFERED IN SOFIA DURING THE SECOND QUARTER OF THE SECOND YEAR

Session I

1. **General English (Hill);** September 21-October 30; 3:30-5:45, Tuesday and Thursday; Balkancar-Danish College; 15 students
2. **English for Economists - High Beginner (Tcherveniyashka);** September 21-October 30; 11:00-1:15, Tuesday and Thursday; Balkancar-Danish College; 15 students
3. **English for Economists - Low Intermediate (Tcherveniyashka);** September 21-October 30; 11:00-1:15, Monday and Wednesday; Balkancar-Danish College; 15 students
4. **English for Economists - Intermediate (Tcherveniyashka);** September 21-October 30; 1:15-3:30, Tuesday and Thursday; Balkancar-Danish College; 15 students
5. **English for Economists - High Intermediate (Schumacher);** September 21-October 30; 12:00-1:30, Tuesday and Wednesday, and 9:30-11:00, Thursday; Institute of Economics and Sofia Resource Center; 15 students
6. **English for Advanced Academic Writing (Schumacher);** September 21-October 30; 1:30-3:00, Tuesday, and 12:00-3:00, Thursday; Institute of Economics; 12 students

Session II

1. **General English (Hill);** November 2-December 11; 4:30-6:45; Monday and Thursday; Balkancar-Danish College; 15 students
2. **Business English - High Beginner (Hill);** November 2-December 11; 2:15-4:30, Monday and Thursday; Balkancar-Danish College; 15 students
3. **Business English - Low Intermediate (Vassileva);** November 2-December 11; 11:00-1:15, Tuesday and Thursday; Balkancar-Danish College; 15 students
4. **Business English - Intermediate (Tcherveniyashka);** November 2-December 11; 10:00-12:15, Monday and Wednesday; Institute of Economics; 15 students
5. **Business English - High Intermediate (Tcherveniyashka);** November 2-December 11; 10:00-12:15, Tuesday and Thursday; Institute of Economics; 15 students

6. **Agricultural English (Theodorova); November 17-December 17;
9:00-11:00, Monday-Thursday; Ministry of Agriculture; 9 students**

APPENDIX E

ENGLISH LANGUAGE COURSES OFFERED IN PLOVDIV DURING THE SECOND QUARTER OF THE SECOND YEAR

1. **Business English - Beginner (Miller)**; October 7-December 11; 8:45-9:45, Monday, Tuesday, Wednesday, and Thursday; Technical University; 15 students
2. **Business English - High Beginner (Miller)**; October 7-December 11; 10:00-11:00, Monday, Tuesday, Wednesday, and Thursday; Technical University; 15 students
3. **Business English - Low Intermediate (Abadzhiev, Schumacher)**; October 7-December 11; 11:10-12:40, Tuesday, Wednesday, and Thursday; Technical University; 15 students
4. **Business English - Intermediate (Pavlov)**; October 7-December 11; 12:45-3:00, Monday and Wednesday; Technical University; 15 students
5. **Business English - High Intermediate (Pavlov)**; October 7-December 11; 12:45-3:00, Tuesday and Thursday; Technical University; 15 students
6. **Business English - Low Advanced (Sharkova)**; October 7-December 11; 3:15-4:15, Monday and Tuesday, and 12:30-2:30, Friday; Technical University; 15 students
7. **Business English - Advanced (Sharkova)**; October 7-December 11; 4:15-5:15, Monday and Tuesday, and 2:45-4:45, Friday; Technical University; 15 students
8. **English for Bankers (Ivanova)**; October 13-29; 3:00-5:00, Tuesday and Thursday; Bank Services Office; 12 students
9. **English for Business, Banking, and Finance (Schumacher)**; November 18-December 11; 3:00-5:00, Wednesday and Thursday; Technical University; 10 students

APPENDIX F

ENGLISH LANGUAGE PROGRAM, SECOND QUARTER OF THE SECOND YEAR

COURSE DESCRIPTIONS

1. **English for Economists** - This is a language support course for participants in UDBC economics courses. Students use readings and audio and video material, with an economic content, to practice key language functions, such as making comparisons, describing cause and result, identifying fact versus opinion, and agreeing and disagreeing.
2. **Business English** - This course is designed for businesspersons who want to improve their language skills in face-to-face and written communications with speakers of English. Students use business situations, case studies, and international business news as their study materials. The language taught is both formulaic (e.g., introductions, standard business letters, etc.) and original (e.g., group problem-solving tasks, etc.).
3. **General English** - This course is designed to prepare students, who are relative beginners in English, for further study in the **Business English** series of courses.
4. **English for Bankers** - This is a business English course focusing on the language encountered in banking situations. Students at the high-beginner level use micro-situations (e.g., officer-client interactions, etc.), realistic case studies, and readings on international banking issues to build their language skills in this field-specific course.
5. **English for Business, Banking, and Finance** - This is an expanded version of the **English for Bankers** course designed for students at the high-intermediate level.
6. **English for Advanced Academic Writing** - This course is designed for the participants in the UDBC advanced economics program, as a support course for their written exams and research. Class work focuses on organization, rhetorical styles, and peer critique.
7. **Agricultural English** - This course is specially designed to teach agricultural terms and concepts to officials of the Ministry of Agriculture.

APPENDIX G

**ELP QUALITATIVE EVALUATION INSTRUMENT RESULTS IN SOFIA
(SECOND QUARTER OF THE SECOND YEAR)**

1. Do you believe that the English Language Program helped you improve:

your listening skills?	YES 96%	NO 1%	DON'T KNOW 3%
your speaking skills?	YES 97%	NO 0%	DON'T KNOW 3%
your reading skills?	YES 72%	NO 18%	DON'T KNOW 10%
your writing skills?	YES 63%	NO 14%	DON'T KNOW 23%

2. Do you believe that your English class helped you:

improve your communications skills?	YES 97%	NO 1%	DON'T KNOW 0%
improve your reading skills?	YES 70%	NO 19%	DON'T KNOW 10%
increase your vocabulary?	YES 91%	NO 4%	DON'T KNOW 5%
improve your discussion skills?	YES 89%	NO 1%	DON'T KNOW 9%

3. Do you believe that your business English class helped you improve your:

knowledge of business culture?	YES 75%	NO 2%	DON'T KNOW 8%
grammar and writing?	YES 59%	NO 20%	DON'T KNOW 21%
reading and vocabulary?	YES 80%	NO 9%	DON'T KNOW 11%
discussion skills?	YES 85%	NO 6%	DON'T KNOW 8%

4. Do you believe that your economics English class helped you improve your:

grammar and writing?	YES 78%	NO 8%	DON'T KNOW 11%
reading and vocabulary?	YES 97%	NO 0%	DON'T KNOW 3%
discussion skills ?	YES 88%	NO 0%	DON'T KNOW 12%
knowledge of economics?	YES 72%	NO 11%	DON'T KNOW 14%

5. Do you feel that the English language program and teachers increased your confidence in using English:

in the language classroom?	YES 94%	NO 1%	DON'T KNOW 4%
in business or professional situations?	YES 77%	NO 8%	DON'T KNOW 15%
while travelling abroad?	YES 71%	NO 7%	DON'T KNOW 22%
talking to Americans?	YES 75%	NO 7%	DON'T KNOW 18%

6. Are you satisfied with the quality and effort of your English teachers in the program? YES 97% NO 1% DON'T KNOW 1%

7. Would you recommend this course to a friend who wants to improve his/her ability to communicate in English? YES 97% NO 0% DON'T KNOW 3%

APPENDIX H

ELP QUALITATIVE EVALUATION INSTRUMENT RESULTS IN PLOVDIV (SECOND QUARTER OF THE SECOND YEAR)

1. Do you believe that the English Language Program helped you improve:

your listening skills?	YES 93%	NO 2%	DON'T KNOW 5%
your speaking skills?	YES 91%	NO 5%	DON'T KNOW 2%
your reading skills?	YES 81%	NO 7%	DON'T KNOW 12%
your writing skills?	YES 58%	NO 16%	DON'T KNOW 26%

2. Do you believe that your English class helped you:

improve your communications skills?	YES 86%	NO 9%	DON'T KNOW 5%
improve your reading skills?	YES 77%	NO 14%	DON'T KNOW 9%
increase your vocabulary?	YES 88%	NO 2%	DON'T KNOW 9%
improve your discussion skills?	YES 72%	NO 7%	DON'T KNOW 21%

3. Do you believe that your business English class helped you improve your:

knowledge of business culture?	YES 81%	NO 14%	DON'T KNOW 5%
grammar and writing?	YES 65%	NO 19%	DON'T KNOW 16%
reading and vocabulary?	YES 81%	NO 2%	DON'T KNOW 16%
discussion skills?	YES 74%	NO 7%	DON'T KNOW 19%

4. Do you believe that your economics English class helped you improve your: (NOTE: This was not applicable in the Plovdiv ELP.)

grammar and writing?	YES	NO	DON'T KNOW
reading and vocabulary?	YES	NO	DON'T KNOW
discussion skills ?	YES	NO	DON'T KNOW
knowledge of economics?	YES	NO	DON'T KNOW

5. Do you feel that the English language program and teachers increased your confidence in using English:

in the language classroom?	YES 86%	NO 2%	DON'T KNOW 12%
in business or professional situations?	YES 72%	NO 5%	DON'T KNOW 23%
while travelling abroad?	YES 58%	NO 7%	DON'T KNOW 35%
talking to Americans?	YES 54%	NO 2%	DON'T KNOW 44%

6. Are you satisfied with the quality and effort of your English teachers in the program?

	YES 93%	NO 0%	DON'T KNOW 7%
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7. Would you recommend this course to a friend who wants to improve his/her ability to communicate in English?

	YES 100%	NO 0%	DON'T KNOW 3%
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