

Willkommen in der Neuen Bulgarischen Universität

Добре дошли в Нов български университет

Witamy na Uniwesytecie Nowym Bulgarskim Добро пожаловать в Новый болгарский университет

Yeni Bulgar Üniversitesine hoş deldiniz

أهلا و سهلا في الجامعة البلغارية الجديدة

Bienvenu à la Nouvelle Université Bulgare









Καλώς ήρθατε στο Νέο Βουλγαρικό Πανεπιστήμιο

Welcome to New Bulgarian University

Ласкаво просимо до Нового Болгарського Університету ¡Bienvenidos a la Nueva Universidad Búlgara! בררך הבאים באוניברסיטה החדשה בולגרית

WHY ARE WE DIFFERENT?

Space for more differences:

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WHY ARE WE DIFFERENT?



A different university



The entrepreneurial university



The tolerant university



The European university



Will it bother you if tomorrow NBU doesn't exist?



The interesting university



The research university



The dialogical university



The new university



The strategic university



The creator university



The virtual university



The traveling university

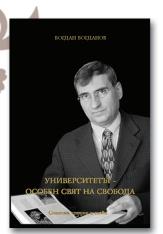


The glass university



The free university

More about making the difference at NBU you can find in the following books:





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NEW BULGARIAN UNIVERSITY





Part One A Different University

Is it possible that one question give us a feeling of freedom? Such was what put forth our doctor honoris causa Sir John Daniel, he who was the first to preach from a laptop at Westminister Abbey.

But are the things that make us different things that make us good? Are we led by the train of thought and the value system popular at the time, one sufficiently versatile in itself? Are we guided by a common mission and a shared value system flexible in its integrity and sufficiently versatile in itself? Does what makes our university distinct carry a positive connotation that could bring a sort of utopia into the project, and from there become a functioning reality that benefits all?

Is the criticism we give born from love? Can we stand up for our values? Is there something in common with our distinctiveness in that in searching the word "different" on the internet, there appears as different Andersen's ugly duckling; cacti different with their prickles and flowers; and the rose of The Little Prince, different from every rose in the world?

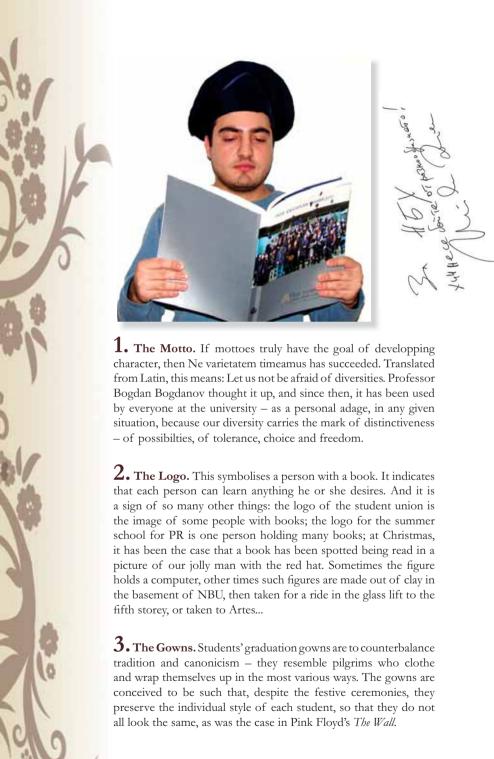
And is it true what Associate Professor Georg Kraev said in the break between his semiotics and folklore courses, that "being different does not mean to be something else, but to be the most yourself, to be of one countenance, once and for all, the best"?

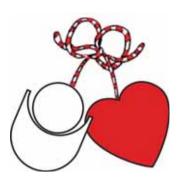
Do our differences make "one day different from all the rest; one hour different from all other hours"?

"Why are we different?" is a description of what we are doing today in our university, an idea that we present as the future and which is strongly tied with our creation and our history, and namely the special world of freedom, which is unique to and ever-important for universities.

We thank everyone who, despite the short deadlines, was able to participate in this project and succeeded in making this publication different. Much of the distinctiveness of New Bulgarian University is due to them.



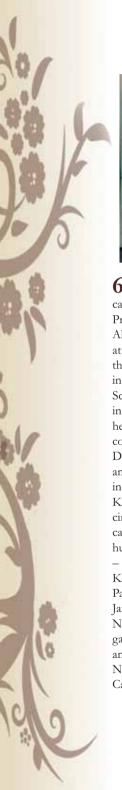






4. Academic and Managing Governance. This different type of governance keeps separate the strategic and financial power from the academic – this is why NBU has a President of the Board of Trustees and a Rector. With this division of powers, as it were, NBU severs itself from the hierarchical system typical of universities in Buglaria, all while guaranteeing the development of numerous varied activities connected to the creativity and overall strategy of the university. Despite it being different and unknown, it is with due reason that other universities in the country label the management nucleus of NBU "the flying detachment".

5. Board of Trustees. The President of the Board of Trustees of NBU is Professor Bogdan Bogdanov (www.bogdanbogdanov.net). As the general manager of the university, his work is connected to the mission, the financial policies, the creativity and the entrepreurial spirit of the university. The Board of Trustees is different in that it forms the link between NBU and the external world. Serving on the board are people connected with business (Dr Bozhidar Danev, Alexander Bozhkov), with state and local power (Dr Anastasia Moser, Filip Dimitrov, Associate Professor Vesselin Metodiev, Plamen Yordanov), with scientific research (Prof. Georgi Fotev, Associate Prof. Toma Tomov, Prof. Antoni Slavinski, Prof. Ivailo Znepolski, Associate Prof. Vassil Garnizov) and with society (Prof. Randall Baker, Ognyan Shentov, Julian Popov, Dimitar Panitsa).





Prof. B. Bogdanov and the President of the Republic of Greece, K. Karamanlis. As an Ambassador to Greece (1991-1993) Prof. Bogdanov worked for overcoming the mistrust accumulated during the period of the Cold War

6. Doctors Honoris Causa. Every one of our doctors honoris causa has contributed to the recognition of NBU's distinction -Professor Thomas Sebeok, Professor Eero Tarasti and Professor Alexandros Lagopoulos helped the development of semiotics at NBU; Professor Randall Baker participated in the creation of the first master's programmes; Professor Elizabeth Bates brought in lectors for the International Summer School for Cognitive Science; Raina Kabaiyanska established the fund for national and international stipends and gave a master class at NBU; Milcho Leviev held a master class on jazz improvisation; Professor Wolfgang Iser contributed to literary theory and anthropology education; Sir John Daniel helped introduce distance learning; Vera Moutafchieva was among the first donors to NBU; Professor Gerard Hofstede helped in developing the Business Administration programme; Professor Krzysztof Zanussi and Professor Sergio Micheli contributed to cinema and television instruction; Steve Forbes supported NBU's cause, because "liberating the human consciousness and the human soul symbolises the future and the true source of capital - the human mind, innovation and imagination"; Professor Alfred Kellermann harmonised Bulgarian law with European; Professor Pascal Perino supported the Francophone programme; Professor James McClelland developed the Cognitive Science Department at NBU; Professor Jean-Pierre Vernant and Professor Gilles Lipovetcki gave much to the Philosophy programme; Lord Ralph Dahrendorf and Professor Klaus Roth contributed to humanitarian learning at NBU; Professor Richard Parkinson supported Egyptology at NBU; Catherine Lalumière and Professor Ingolf Pernice helped confirm

NBU as a contemporary European insitute of higher education; Giovan Battista Campagnola helped there to be a master class given by Raina Kabaiyanska at NBU.

7. Honorary Professors. Professor Robert Young, Professor Raina Mihailova, Professor Serafim Serafimov, Professor Borimir Krustev, Professor Vassil Dimitrov, Professor Antoni Slavinski, Professor Alexander Djerov, Professor Ivanka Apostolova, Professor Ivan Vesselinov, Professor Sofia Shishmanova, Professor Tsvetana Maneva, Professor Alexander Fol, Professor Dimitar Hristov, Professor Lyudmil Mavlov, Professor Boryana Piryova, Professor John Deely, Professor Nikolai Serdev, Professor Krikor Azaryan, Professor Mariya Popova, Professor Encho Gerganov, Professor Ekaterina Mihailova and Professor Mariana Evstatieva-Biolcheva, as well as doctors honoris causa Raina Kabaivanska, Milcho Leviev and Randall Baker, are recognised as honorary professors for having contributed much in way of research and teaching to NBU.

8. The Address. "Over nine mountains, at the tenth is found New Bulgarian University in a fairytale setting." Two capitals mark the address: Sofia, 21 Montevideo str. So near to Vitosha Mountain that in autumn come three trios of owls that live in the pine trees at NBU; they stay until spring. It is said that, according to a secret report from "before", everything here is prettier than anywhere else.



Yuliya Yurevich: NBU has formed in me a different understanding of education; it makes every trip to the university a pleasure.

She was Miss Bulgaria 2007 and is studying for a bachelor's degree in Telecommunications at NBU. She speaks three languages in addition to Bulgarian — English, German and Russian; she is also a court tennis champion and loves to help people.



Borislav Kandov: NBU opened my eyes to the world.

Georgi Fotev: New Bulgarian University sprang up like a place for the free spirit. That makes it different and I am certain that it will persevere in its boundless and refreshing distinction. This distinctiveness is a distinctiveness of the highest values; it is based on what every beginning is based – freedom. This distinction is difficult to attain and not easy to uphold. An achievement as difficult as it is fascinating. Imitation is easy and certain; in imitation, people renounce the outlook that would allow them to be themselves, and lose the taste of freedom and creativity.

Hristina Yanissova: I often share with my students that I would be happy if I could be a student, now, at NBU. Namely because I feel the difference (as a former student at a different university). As a professor of Modern Greek at NBU, I aim above all at a different type of communication and education. New methods make our programme truly different; it would not be an exaggeration to say that ours is unique in the method of teaching Modern Greek at a university level in Bulgaria. Students are attracted by the possibility of learning in a varied and modern way.

Valeri Milev: It is different in that it gives us the freedom to do things as we want, as we feel that they should be. It has also given us, of course, a solid basis for such ways of thinking.

Georg Kraev: Is it truly different from other universities? Let's just say that if my work, ie, the lessons that I give, were dull and dry, it is highly likely that I would not be a professor at NBU. Truth, in the university's requirements for its professors to stand apart from the worn out and tedious world of "academism" is hidden the satisfaction of being a professor at NBU. Honestly speaking, it is not easy to be different from the grey academic stream. But this university gives the opportunity to be, at least, one of a kind.

Morris Fadel: Conversations with the students at NBU have brought me many surprises. It often happens that I enter into the room and the lesson that I have planned falls to the wayside due to a flood of questions that lead into a long discussion. At times like these I expect to hear someone say at any moment: "You're speaking foolishness!" It is not easy, but following such classes I feel happy, because between me and the students has taken place a third thing, that which is the most important in such cases: the search for truth

Polina Mihova: In the whole of the country, the only academic education for medical cypernetics is at NBU, in the bachelor's programme for Natural Sciences.



















IN THE ROLE OF THE DIFFERENCE-MAKERS:

Borislav Kandov: He created the blog "Will It Bother You..." of the weekly newspaper Kapital and graduated with a degree in Public Relations from NBU. This NBU alumnus does not stop asking: "Will it bother you if, tomorrow, NBU does not exist?"

Professor Georgi Fotev: He is a sociologist and a member of the Board of Trustees of NBU. He has written interesting books like Social Reality and Imagination, Dialogic Sociology and Political Borders.

As. Prof. Hristina Yanissova: She authored the best-seller Practical Grammatical Exercises in Modern Greek and teaches Modern Greek (demotic) at NBU.

Valeri Milev: He has won heaps of awards as director of music videos; he graduated from the Cinema and Television programme at NBU. His works include "Empty World" by Gravity Co., Roushi Vidinliev's BG TV, and "Mr. Killer" by KariZma. In addition, he has directed productions of fellow NBU students: LiLana, Lora Karadjova, Upsurt and more.

Senior Lecturer Morris Fadel: The University Diary, NBU's newspaper, is his. He is the author of Paul de Man: Experiments with the Impossible and teaches some of the most popular courses: Literary Hoaxes and Scandals, The Literary Market Today, and Reading and Writing on the Internet.

Ivo Popivanov: He is considered the most promising student of psychology, and was awarded by the Society of Young Psychologists. He studied in the Psychology of Development master's programme at NBU and has collaborated with the

Laboratory for Sensory-Movement and Cognitive Processes at the Insitute for Neurobiology at the Bulgarian Academy of Sciences (BAN). And... he is working on a project to create an electronic database of facial photographs.

Associate Prof. Simo Lazarov: He has played under the open skies at the pyramids of Giza and in Tel Aviv. At NBU he teaches computer-aided music composition. He founded the first studio in Bulgaria for electronic music. It was his music that formed the soundtrack for Deathstalker IV: Match of Titans, which was produced by Concord-New Horizons (Hollywood). To date he has composed more than three hundred pieces and has given more than two hundred concerts.

Snezhina Petrova: She is a regular teacher at NBU. She is the same Snezhina Petrova as the one from Dangerous Liaisons, Women on the Edge of a Nervous Breakdown, Coffee and Cigarettes, The Vagina Monologues and from Krzysztof Zanussi's film Paid Compassion. Your favourite actress from 199 and Sfumato... She plays the best lead female role. And is different...

Associate Prof. Ivan Georgiev: He is the director of the production house Sinemak and head of the Cinema, Advertising and Show Business Department at NBU. He is the son of Gets, the great Bulgarian actor Georgi Georgiev. And he, too, is great.

Krassimira Kroumova: She is in love with the Artes Liberales programme at NBU, from which she graduated in 2006; in 2007 she renewed the connection when she enrolled her younger sister as the first on the list of candidate students. At the same time, she is continuing her education in the bachelor's programme for Visual Arts, in the Advertisement Division.

Continued on page 59.

Rangel Gyurov: The experience that I have gained in Bulgaria and abroad – work in extreme situations, with students, teachers and specialists of different races – has made me different from those at other universities. The department's trip to the South Pole saw the discovery of precious stones, gold and fossils, something that changed the idea that had been held of that place until then. The diamonds that we found near the village of Svetoulka in the Rhodopes brought recognition not only to NBU, but also to Bulgaria. The precious stone Newbulit that professors and students uncovered near Krustova Gora takes its name from an abbreviation of New BULgarian University. Because these discoveries hold significance on a global scale, the Gemology Laboratory at NBU is the only one in Bulgaria to be included in the world directory of the World Gemological Institute. Only NBU has hosted exhibitions of objects from the moon, brought back by American and Russian cosmic missions. Thus, NBU is a university for everyone.

Ekaterina Mihailova: The field in which I teach is connected to the changes in Bulgaria after 1877. As a representative of the conservative political movement, I try to present and to shield the model of society that bases itself on traditions that spur on good practices and is open to free initiative. New Bulgarian University is different from other institutions of higher education because it upholds this model in the sphere of education. If there is something in which the university has truly been a pioneer in Bulgaria, it is in the way that it melds the high spirit of academism with the current cultural, societal and political movements.

Ivo Popivanov: NBU has helped me to believe that everyone has the chance to learn a lot, the only requirement being to want to. The university setting taught me that my success depends mostly on me. You can get a lot from it, if you want to and if you have the right attitude. I do not know if this is a quality that makes me different. I suppose that there are many other people who also think like me. The fact is, however, that every one of us is different in some sense and, maybe, that is one of the magnificent things about the world.

LiLana: As strange as it may sound, one of the most important things in education is the recognition of what it, in fact, represents and why this is necessary for a person. Thanks to NBU, I turned my learning not into an end in itself, but into a means of finding myself, and, through the skills that I have acquired, to feel more self-confient. Not that this has made me different from other people, but that it has changed me, individually; the rest now simply depends on each one of us – how we will make use of the skills and self-esteem that NBU gives us.

Plamen Tsvetkov: From a purely technical point of view, my most active contribution to what makes NBU different is undoubtedly the work that I do in presenting my courses in electronic format. I have heard students explain to other students from other universities how, at NBU, they put a focus on computer literacy and on an electronic form of learning. In relation

to the contents of my professorship, I offer students a view to the past that differentiates itself substiantially from the clichés and myths that are deeply entrenched in history studies and that are an undividiable part of the monstrous contortions of the collective Bulgarian memory.

Morris Grinberg: The study of problems that I would not be able to undertake at any other university. From one side, it is my work at the Central and East European Center for Cognitive Science, a centre that is unique to Bulgaria and the Balkan Peninsula. The work that I do there gives me the possibility to devote myself to questions that I find interesting, which is very far removed from my original field of study – theoretical nuclear physics. A part of my activities is connected to the development of a programme for distinguished students, which also is unprecedented in Bulgaria. This programme gives students from bachelor's programmes the opportunity to up their competences in working on actual research projects. I also participate in the development of evaluation at NBU. The Evaluation Centre is the first of its kind in Bulgaria.

Simo Lazarov:

- NBU's Computer-Aided Music Composition programme is the only one of its kind in the Bulgarian educational system.
- 2. The method developed for teaching the eight synthesiser courses, which has received a great reponse from people in the same field Europe-wide, particularly at the Institut International de Musique Electroacoustique de Bourges in France.
- 3. The practical learning group for computer-aidedmusic composition and sound processing that we conceived and created it is somewhat avantgarde and serves for the creation of audio-production, fostering learning from the moment the artistic flame is lit.
- 4. The international forum-festival The Universe of Computerised Music.

Snezhina Petrova: I took my first steps in teaching namely at NBU. I have not taught elsewhere nor do I have the desire to do so – NBU is the only place where, if any given person wants to meet with me, it is do-able. Education at NBU is very flexible and dynamic; it also enables lecturers like me to parallelly develop their creative career, which is something that I reckon to be exceptionally important. The professor here is not limited to only pedagogy. That I always begin every semester, every hour and ever course from the beginning does not enable me to come up with a static system of teaching – I adapt the syllabus to every course and, even, to a given student. If I did not do this, the students might ignore my courses – this holds me in a constant state of alert and does not permit me to fall into any type of routine. Teaching theatre means that one enters into personal, very close contact with the person and with the artistic nature of every student. Unlocking and cultivating these artistic gifts is the goal of my work at NBU. I hope that this answers the question.

Ivan Georgiev: I try for my lessons to always be two-way discussions with the students. I connect each theoretical presentation with real practices in modern-day cinema and television. I strive for my classes to be fun, for there to be a balance between the hard questions and the merry stories from the world of film (connected to the same problem in question). I look for possibilities to illustrate everything about which I talk with projections and, as far as it is possible, current material from film productions. Whenever possible, I organise meetings for students with directors, producers, screenwriters, festival directors and television directors from Bulgaria and the rest of the world. The cinema club at NBU, of whose activities I am proud, is one of the few places where alternative movies can be viewed in Sofia. The students participate in national and in international festivals. Most of the professors in the Cinema, Advertising and Show Business Department are active professionals and the education here is tightly connected to real practice.

Raina Kabaivanska: I have great international experience in giving master classes for vocal technique and performance. But the atmosphere of the class organised at NBU was fundamentally different: the organisation was perfect, there were no problems, the conditions of work were ideal. Candidates helped out in every situation with friendliness and warmth. The team was of young people, magnificent in every aspect – culture, upbringing, efficiency. It always has created a climate of enthusiasm, co-operation and love.

Meglena Kouneva: The origin of NBU is connected with the period immediately following 1989, when there was an acknowledged need of change, and I think that that desire is underlying in the philosophy of this university, one created from a community of people of the same mindset. I underline the idea of a community at its basis, because it is exactly this spirit of togetherness, the numerous links developed between professors and students, the participation in current projects, and the desire to respond to the era, to exist in a competitive environment – these are the most characteristic marks of NBU, and they have helped it to affirm itself as an attractive territory for both professors and students. And, of course, I cannot not mention the liberal approach to education that structures the courses at this university, one based on choice, on individuality and on freedom alone to construct the education that one needs.

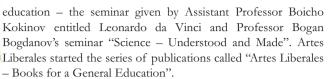
Krassimira Kroumova: From its very beginning, NBU has been different. When you are part of something so different, you inevitably become different yoruself. At this university, an emphasis is placed on democratic education, which, for a country like ours, is very important, because, be it a little or a lot, we have to teach ourselves to be different from our predecessors, and namely, to receive a liberal arts education, to be free to chose what, how much and where to learn.

Part Two The Interesting University

Education and research at NBU take place under the mark of distinctiveness. Some of these study programmes first appeared in Bulgaria at NBU – semiotics, anthropology, cognitive science, the liberal arts. Other things, too, first appeared in Bulgaria like Egyptology, robot dogs, computer-aided music composition, telemedicine, the staging of Indje (a play by Yordan Yovkov about the famous hajduk) and Newbulit. Some of the spheres of eductaion and research inherently lean towards being different, because they are taught in a foreign language: Egyptology in English, Hotel and Restaurant Management in French, Software Technologies for the Internet in English, Political Science in French... Some of the programmes have distance-learning options, others have different formats. Some are very different, and others are even more so...

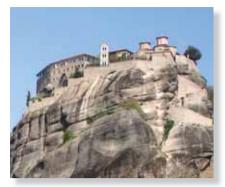


9. Artes Liberales. "With Artes Liberales at NBU, we note the ideal of a new sort of knowledge, different from the old, respecting only it objectivity without doubt." Artes Liberales is a two-year programme of study that applies to all faculties in the university; it is the only such programme in the country. The model requires a well-developed system of credits, diversified forms of learning, well-developed scientific research capabilities and practical application of education. The university's academic year is divided into two semesters, something that facilitates a liberal arts



Professor Randall Baker presented the liberal arts model as the path to wisdom, whose goal is "the building up of qualities necessary in a person's life, independent of what he does with himself, while at the same time turning this person into a defender of freedom". Keeping with its origins, Artes Liberales is comprised of two parts: the Trivium (grammar, rhetoric and logic) and the Quadrivium (arthimetic, geometry, music and astronomy). The liberal arts model that NBU has adopted is closest to the one used in the United States - flexibility, the skills needed to resolve problems being discussed, readiness for practical living. In a student's first two years at university, a liberal education offers a broad intellectual base of knowledge that will be built upon in the third and fourth years of the bachelor's programme, and in master's and doctorate programmes, in which the student focuses solely on the chosen degree subject. Artes Liberales is the only programme in Bulgaria that gives the possibility to students to choose their own paths on which they will develop and realise themselves; they have the free choice to select whatever subject they desire. The message of this general education and of the Artes Liberales programme is one and the same: "In a dynamically changing world, if we do not see the common picture and do not root our education in the search for what is truly valuable, we will hardly be able to, or even want to, succeed."

10. Anthropology. Researchers and students – hunters of intelligence from this science, comprise a strong nucleus in the national context, while their research extends beyond national borders. It concerns Turks of Bulgarian descent, Bessarabian Bulgarians and the folklore of Macedonia... The basic knowledge acquired in the programme holds that students who have graduated with a degree in Anthropology know social structures, societal and cultural circumstances, about the organisation of cultural tourism, and that they can study common opinion and analyse and





commenton social processes.

Teaching courses in Anthropology are Assistant Professor Vassil Garnizov, Assistant Professor Irina Bokova, Assistant Professor Plamen Bochkov, Professor Yulian Konstantinov, Assistant Tsvete Lazova, Assistant Professor Magdalena Elchinova, Assistant Professor Dmitry Varzonovtsev and Assistant Professor Haralan Alexandrov. The education of students of anthropology passes through a sequence of field research and practicums in sociological study. Every year, NBU's anthropologists issue a report entitled Anthropological Findings, in which the results from their practical and research findings are published. Among the books that figure into anthropological education around the country is the series that NBU issues -"Names in Anthropology" и "Hunters of Intelligence". Photos of anthropologists are not suitable for publishing in official publications, because they always seem to show festive meals, rebecks and meadows, with koukeri (mummers) and caravans, with bears and get-togethers, but whatever the case, it is only anthropologists who can tell about strange worlds, almost like Narnia.

11. Cognitive Science and Psychology. The announcement boards at NBU often have notices like: "If you want to participate in an experiment, come to the fourth floor." The Society of Cognitive Scientists and Psychologists at NBU has a number of laboratories outfitted with everything from computers, headphones, EEGs, robot dogs and Freud, to dreadful chairs and drawn images of brains. The Cognitive Science and Psychology Department and the Central and East European Center for Cognitive Science work jointly at the university; both individually and together, they have created the bachelor's programme for Psychology and the Research Programme for Distinguished Students; the Speach Therapy, Cognitive Science and Clinical Psychology master's programmes; and the doctorate





programmes for Cognitive Science and for Speech Pathology. The department has a seminar, an annual conference and issues a yearly report on its scientific research. Anyone who wishes can participate in its International Summer School for Cognitive Science, which, while it is the only one of its kind in Central and Eastern Europe, has created groups that deal with cognitive science in Hungary, Macedonia, Poland, Romania and Russia. The centre it self has been named a Centre of Excellence by the European Union and carries the award of the World Association for Cognitive Science for contribution to cognitive science education on an international level.

12. Semiotics. "Semiotics is one of the innovative and concomittent developments for the university, part of NBU's growth. It first won recognition as a general education course, but soon after that, interest in the field grew and, with the passing of time, there were created both master's and doctor's programmes for Semiotics, supported by an international council. The interesting thing is that few universities in the world can claim such a degree of institutionalisation of this field." The idea for creating the Southeast European Center for Semiotic Studies at NBU was born in the period between the conference of the International Association for Semiotic Studies and that of the International Congress of the Balkan Association of Semiotic Societies. Professor Sebeok from Indiana University, Professor Roland Posner from the Research Center for Semiotics at Technische Universität Berlin, Professor William C Watt of University of California, Irvine, Professor Tarasti from Helsinki University, Professor Lagopoulos from Aristotle University of Thessaloniki, Professor Louis Panier from the Université Catholique de Lyon and Professor John Deely from University of St Thomas, Houston, are only a few of the people who stood behind

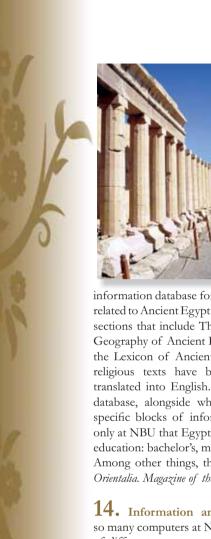




Ass. Prof. K. Bankov or Prof. Umberto Eco

the cause of NBU – to decipher signs. Every year at NBU, there are two sessions of the school for semiotics – one in the spring, and the other in the early autumn. "There are three annual international gatherings in the field of semiotics in Europe – the summer seminars in Urbino, Italy, and the International Summer Institute in Imatra, Finland. Unlike those two forums, the Bulgaria school was conceived to be completely dedicated to being useful to semiotics students." In the National Library, it is semiotics books that NBU has issued that take up most of the room on the respective shelves. These range from translations of Bergson to Semiotics in the United States by Professor Sebeok, to the ten-tomed series on the newest semiotics research, through to the semiotics workbooks by Associate Professor Kristian Bankov, Semiotics and Communications by Prof. Mariya Popova, Jewish Symbols by Mira Mayer and Semiotics in Action.

13. Mediterranean and Eastern Studies. From a territorial aspect, the field covers the ancient civilisations of the Mediterranean like Greece and Rome, the Near East with Ancient Egypt and Mesopotamia, and ancient India, Persia, the Near East and Central Asia. The old world and Egyptology are here connected with the names of Assistant Professor Sergei Ignatov, Assistant Professor Teodor Lekov, and Emil Bouzov; the Eastern Mediterranean in Antiquity with Professor Kiril Yordanov; Classical Studies with Senior Lecturer Mihaela Alexieva, Assistant Professor Petar Dimitrov, Lecturer Georgi Gochev and Lecturer Bozhidar Hristov; Islamic Philosophy and Arabian Language with Senior Lecturere Mariana Malinova and Lecturer Velin Belev; Thracology with Assistant Professor Valeria Fol and with Mariya Chichikova, who discovered the Thracian Tomb of Sveshtari; Mediaeval History with Assistant Professor Toma Tomov; and Jewish Studies with Mira Mayer. NBU's research trip to Egypt was the first for Bulgaria, organised by the strength of Egyptology students. NBU has the only centre in South-Eastern Europe with a





The leaders of NBU Egyptian mission – Ass. P Ignatov and Ass. Prof. Teodor Lekov

information database for research into and education on questions related to Ancient Egypt. A digital database has been developed into sections that include The Pyramids of Ancient Egypt, Historical Geography of Ancient Egypt and Ancient Egyptian Sculpture. In the Lexicon of Ancient Egyptian Spirituality, Ancient Egyptian religious texts have been compiled — in hieroglyphics and translated into English. Students have permanent access to the database, alongside which comes a responsibility to maintain specific blocks of information. In all of Eastern Europe, it is only at NBU that Egyptology is taught at every level of university education: bachelor's, master's and doctorate.

Among other things, the department issues a magazine entitled Orientalia. Magazine of the East.

14. Information and Computer Technology. There are so many computers at NBU that is is quite logical to have a bunch of different programmes and modules like computer technologies in biomedicine, music and security. Education in this field is offered in the bachelor's programmes Information Science, Software Technologies for the Internet (in English) and Computer Media Technologies; the master's programmes for Software Technologies for the Internet and for Multimedia, Computer Graphics and Animation; and a doctorate in Theoretical Information Science. The computer labs are equipped with training servers, computers and other devices on which students of programming, systems administration, data structure algorithms, scripting languages, network administration, neural networks,



multimedia products and technologies, computer graphics and graphic design put what they're learning to practice.

The education is led by researchers and assistants who are part of the educatory-research world of the Information Sciences Department – Assistant Professor Petya Assenova, Professor Krassimir Kalinov, Provessor Ivan Landjiev, Assistant Professor Velina Slavova, Assistant Professor Stanislav Ivanov and Assistant Professor Marin Marinov. The best students participate in the annual interuniversity olympiad for information science. The unveristy's website, www.nbu.bg, is also a project of NBU computer science students.

15. Telecommunications. Telecommunications at NBU is distinguished by its strong practical aspect. The student laboratory has a telephone central with Ericsson MD110s, computers, oscilloscopes, apparatus for spectroanalysis, generators, amplifiers, modulators, lab power supplies, and video and satellite technology. Practicums and internships are organised annually at BTK, Bulgarski Poshti, Siemens Information and Communication Networks, Ericsson, and Elektron Radiokom. Germanos Telecom Bulgaria and Siemens Bulgaria both offer five-year scholarships for students of telecommunications, awarded to the best students through an evaluation system. The Telecommunications Department represents the Regional Centre for Qualification of Management Personnel of the International Telecommunication Union (ITU Geneva). Experts from the department worked to create various projects for the State Agency for Information Technology and Communications, like Harmonisation



of Bulgarian and NATO Member Radio-Frequency Maps, and Project and Strategies for Building Wide Area Network Infrastructure in Bulgaria.

16. History. Some of the most famous specialists in the field of history work at NBU - Assistant Professor Vesselin Metodiev, Professor Plamen Tvetkov, Assistant Professor Luchezar Stovanov, Assistant Professor Tsvetana Cholova and Assistant Professor Roumen Genov. Vera Moutafchieva is also part of this group, through her academic lectures and even celebrating her birthday at NBU. Students and researchers in history have the support of the Institute for History at BASc, the General Department of Archives at the Council of Ministers, the National History Museum and the Higher Evangelical Theological Institute. Every year, the History Department holds a national confrence on the theme "History as Science, Education and Profession", which synchronises the development of the scientific research world and education. Particular to history education is the textbook The World durng the 20th Century by Professor Plamen Tsvetkov, which was commissioned by Board of Trustees of NBU, part of the series "Artes Liberales - Books for a General Education". Part of the students' tuition is traveling seminars, which assure in situ education, with the goal of placing historic events and facts where they truly happened.

17. Cultural Heritage. Regular traveling seminars, exhibitions and publications with a high level of citations are distinctions for cultural heritage teaching and education. Instructors in this field

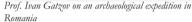
Ass. Prof. Vesselin Metodiev and Acad. Vera



are Professor Ivan Marazov, Professor Ivan Bogomilov, Professor Tsocho Boyadjiev, Professor Ivan Bozhilov, Assistant Professor Irina Genova, Assistant Professor Tatyana Shalganova, Assistant Professor Rouzha Marinska and Assistant Professor Nataliya Hristova. Stuidents of Cultural Heritage have published two complete digests –Antiquity – the Middle Ages – Modernity and Art Criticism and Cultural Studies – which are in no way inferior to serious research series of professors of the Mythology, Art and Folklore seminar. Every year, students participate in the International Workshop on Science for Cultural Heritage in Florence, whose goal is international integration and co-operation among representatives of different cultures. The department's newest project, initiated by Professor Ivan Marazov, is the creation of an learning museum.

18. Archaeology. Research by archaeology professors is connected to archaeological research in Bulgaria, Georgia, Greece, Romania and Turkey; archaeology students are working on the antique and mediaeval fortress near the village of Gorno Novo Selo, which, since 2005, figures into the research of the Archaeology Department. The professors present their research in the regular seminar Archaeology: Discoveries and Problems and in the department's annual publications. The Archaeology Department and programmes that is has created are noted for their interdisciplinary and complementary work with other NBU departments: History and Culture, Earth and Environmental Sciences, Cognitive Science and Psychology, and Information Science, along with co-operation with insitutes at BASc. Archaeological monuments in NBU's yard, ceded from the Archaeological Museum, are also there due to a project of NBU







Prof. Rangel Gyurov has a different theory on Perperek



Students archaeologists on site

archaeologists. The Laboratory for Archaeometry wsa created for practical work.

19. Mass Communications. The Department of Mass Communications at NBU has held the basis for the university's research into Public Relations in Bulgaria since 1991. Later, other universities initated the discipline, but it was not until 1997 (according to the State Gazette, 27/1997) that the subject was entered into the state register of degree-granting fields of study at higher institutions of learning in the Republic of Bulgaria. On Bulgarian Public Relations Society's website, it is written that the first private Bulgarian PR agency – Prime Agency – was created in 1992 by five PR students from NBU – Ivan Velev, Zhivko Kalotov, Assen Popov, Zornitsa Todorova and Pavlina Gougova – who were among the first to be enrolled in the experimental programme

for mass communications at the newly created university. Even back in 1991, the goal of the Department of Mass Communications was to offer something different in education. This difference continues today with the Summer School for PR, and with department annuals, in which is published student research and information for students who graduate from the Journalism and Public Relations programmes. NBU was the first to publish such a yearly compendium. PR for NBU is done by a Mass Communications student currently enrolled at the university.



The bTV
weather
announcer Ivo
Andreev is
enrolled in the
BA Program
in Mass
Communication

PS about PR: Praiseworthy PRacticians from Desislava Boshnakova:

The truth is that stories are part of the history of the world and in every one of them, we can discover connections with modern life. But the undisputed leader in skill for communication, branding, positioning and still many more areas is the hero of Antoine de Saint-Exupéry's Little Prince. First of all, he is an exceptional communicator, because he succeeds to speak in the language of everyone whose planet he visits. But that is not the most important; He succeeds to get what he wants, and to accept people on the planets however they are — "a little strange". The magnificent tale starts with an excellent example of how to identify target audiences. The Little Prince very specifically defines into which group the people whom he meets fall, when he shows them the number 1 that he drew... When I'm talking to my students about branding, I always plead with them to read The Little Prince again. The story of the Little Prince and the fox — the entire process of taming, according to me, is the best example of the purpose of PR and branding. The endeavour of every public relations representative is directed specifically at

taming the public, towards creating an emotional relationship between them and the products or services in question. In truth, PR has for its goal to attain specifically that which the fox wanted to happen between himself and the Little Prince: "But if you tame me, then we shall need each other."

Manager, issue 100/February 2007

20. Political Science. "The champion programme for this year is Political Science taught in French" - that is how most journalistic reports on entrance examination scores at NBU usually begin. It is undoubtedly the only political and social sciences programme in Bulgaria to be taught in French. The Frenchlanguage master's programme for International Relations and Comparative Politics is also unique. French-language instruction in political science at NBU was developed with the help of the Francophone University Agency (AUF) and is carried out by international teaching teams. It is also supported by the French Embassy and the French Cultural Institute in Bulgaria. In addition to being taught in French, there is also instruction in Bulgarian that offers specialisations in various areas. In co-operation with the AUF, NBU also offers instruction to doctoral students. Work in the Political Science Department - from political analysis to political practice - is always done by a balanced number of faculty members in relation to students, and they perform like champions. A major recent example was when the department responded to the accession of Bulgaria to the European Union by organising a conference on "Modernisation, Democratisation, Europeanisation: a Comparison between Bulgaria and Romania", with papers delivered both in Bulgarian and French. Whenever there is a broadcast about elections or a political debate, at least two of the participants are members of the university's academic staff – like Assistant Professor Antonii Todorov, Assistant Professor Anna Krusteva, Assistant Professor Dobrin Kanev, Assistant Professor Margarita Shivergeva, Assistant Professor Antoni Gulubov, Ekaterina Mihailova, Professor Evgenii Dajnov, Assistant Professor Evgeniya Ivanova and Senior Lecturer Ivan Nachev. The department has a Center for European, Refugee, Migration and Ethnic Studies, and two student organisations – the



Launching the book "The University – a Special World of Freedom" at the French Cultural Institute

Association of Francophone Students and the New Diplomacy Club. The rich experience of NBU's Political Science faculty demonstrate that they are able to address topics like The University – A Special World of Freedom.

21. Law. Work in this field is carried out by students in the master's programme for Law and by lecturers from the Law Department. Students have even participated in the regular meeting of the European Parliament in Brussels. They publish the journal Legal Review, to which their professors are invited to contribute, while the professors organise the seminar Reforms in the Bulgarian Judicial System, where students, in turn, are invited and encouraged to participate. NBU has a training courtroom named after the eminent Bulgarian lawyer Professor Katsarov, whose archives are kept at NBU. The courtroom is equipped with seats for the jury, judges, public prosecutors and defendants. Special judicial robes have been made for the learning court sessions that take place there. The students work on real cases placed at their disposal by Sofia District Court. The training proceedings at law are open to anyone interested in seeing how the legal system in Bulgaria should work. Following the first simulative trials, news quickly spread that "after the end of the trial the defendant was handcuffed and taken out of the courtroom down to the university basement. There he remained until the end of





the day so as to play his part to the very end... And to make the case even more complicated, Professor Djerov added to the real murder the killing of a neighbour as well...".

22. Public Administration. It was NBU that launched the first educational programme in public administration. In "Ideas on the Role of New Bulgarian University", the first consultant of the programme, Professor Randall Baker from the University of Indiana, argued that a programme in "social management" was necessitated by the change from a bureaucratic regime to democracy and the immediate need for a new kind of effective managers for the public sector. For maximum efficiency of the programme, it was essential that it be developed by Bulgarians, in order to preserve the nuances of the cultural context, even if only because the Western notion of "management" best translated into the Bulgarian term "administration". It was also recommended that there be held crash courses for lecturers responsible for management of the changes, so as to further education in this area. The Institute for Public Administration at NBU a member of the national chapter for Bulgaria of the International Institute of Administrative Sciences (Brussels) and of the Network of Institutes and Schools of Public Administration in Central and Eastern Europe, launched the master's programme in University Management, which was entirely unique for Bulgaria. Materials and courses for distance learning are developed in co-operation with The Open University. Training courses for civil servants are organised. Students are taught by experts in the field and receive practical application at the National Assembly, the Council of

Ministers, the United Nations Development Programme, National Association Municipalities in the Republic of Bulgaria... According to Professor Baker, the role of NBU is vital in that "the new institutions have the unique opportunity to be original and innovative. NBU was established as part of the democratic movement in order to allow for new courses of studies or for such programmes that were unacceptable to the previous system, as well as for lecturers with innovative ideas and concepts as to the development of higher education".



The Deputy Rector for research work, Ass. Prof. Lyudmil Georgiev is one of the first scientists to develop Public Administration programs in Bulgaria and the best in striking the right tune at festive occasions

23. Economics. The university has well-known lecturers in the field of economics - Professor Radoslav Tsonchev, Assistant Professor Sabina Rakarova, Professor Svetoslav Maslarov, Ivan Popchev, Assistant Professor Angel Georgiev, Assistant Professor Sonva Alexieva, Assistant Professor Violeta Kassarova, Assistant Professor Ninel Kyosseva, Assistant Professor Stefan Stefanov, Assistant Professor Mihail Mihailov, Dr Ivanka Daneva. The courses of studies in economics, bank management, business administration, international alternative tourism, international business, management and organisational improvement, management of tourism, and finance are offered in full-time and distance learning formats, or in some alternative form for some of the courses. The opportunity for distance learning in programmes and courses, especially at the master's level, facilitates the training of those already employed as managers. Economics professors develop the teaching materials for distance learning. The master's programme in Bank Management has been developed in co-operation with the International Banking Institute and the Economics and Business Administration Department. The aim of this co-operation is to bring education closer to the immediate

needs of modern banking and finance practices. Many of the courses have also been developed after consultations with business professionals. The programmes of the School of Management at NBU practice guided self-development and facilitated distance learning, which combine the achievement of competence with concrete practical results. The School of Management follows the standards of The Open University, so that its graduates receive certificates both from NBU and from The Open University. NBU's Economics programmes are among the first in employers' ratings for personnel recruitment.

24. Earth Sciences. The Department of Earth and Environmental Sciences developed the bachelor's programmes in Earth Sciences and Natural Sciences, in co-operation with the Department of Biomedical Sciences; the master's programmes in Aerocosmic Methods for Ecology and Environment, Ecology and Ecotoxicology, Gemology and International Alternative Tourism, this latter in co-operation with the Department of Economics and Business Administration; and the doctorate programmes in Aerocosmic Methods of Investigation, and Ecology and Ecotoxicology. Most of the programmes are offered with both full-time and distance learning options. Every year, the Department of Earth and Environmental Sciences organises expeditions for professors and students to the Strandja and the Rhodope mountains for field research in geology, gemology and natural phenomena. There are also annual summer schools for environment evaluation and exhibitions of precious stones and gemological specimens. The department is working on an early warning system for accidents and natural disasters. Some of the larger projects of the department are the discovery of diamonds; the discovery of a precious stone called Newbulit that was named after NBU; expeditions to the island of Livingston (Antarctic) and the Antarctic expedition. There is a gemological laboratory for the use of students taking courses in gemology tourism and geological and natural phenomena.





NBU Mission on Antarctica

A lecture at Perperikon

25. Biomedical Sciences. The Department of Biomedical Sciences published the first Bulgarian textbook and dictionary of telemedicine, developed within the framework of a European Commission project. The academic staff of the department – Assistant Professor Zhivka Vinarova, Professor Boryana Piryova, Assistant Professor Petar Tsonov and Lecturer Polina Mihova – work on projects for the development of medical information systems to help in maintaining databases with patients' clinical information – medical test results, diagnoses and illnesses. The software developed for the General Hospital in Svoge is already being used. There is also a student club for Telemedicine working in co-operation with the department.

26. Languages and Literature. Here are only part of the events organised by the Department of Modern Bulgarian Language with the participation of students of literature, semiotics and linguistics: an international conference on "Reading in the Age of Media, Computers and the Internet" that included a roundtable on the work of Wolfgang Iser, Terry Eagleton's public lecture on "Cultural Wars", a conference devoted to 100 years since the birth of Atanas Dalchev with an anniversary newspaper and publication of the papers, the conference "Tsvetan Todorov - Theoretician and Humanist", a conference on "Europe as a Bulgarian Topic" held on the day of the Bulgarian accession to the European Union, the School on Creative Writing, and publications like The Bulgarian Canon and Literary Cultures and Social Myths. The bachelor's programme in Languages and Literature goes beyond the traditional understanding of philological education combining it with cultural perspectives characteristic of modern humanitarian sciences. Some of the lecturers teaching in this field are Assistant Professor Mihail Nedelchev, Senior Lecturer Boyan Manchev, Senior Lecturer Morris Fadel, Senior Lecturer Yordan Eftimov, Senior Lecturer Bilyana Kourtasheva, Lecturer Plamen Doinov, Vladimir Levchev, Professor Ivan Mladenov, Professor Kiril Topalov and sometimes also the writer Georgi Gospodinov himself.

27. Philosophy and Sociology. Judging by the new books published by this department, philosophy and sociology at NBU are distinguished by ethics, philosophy of tolerance and freedom of recognition. The same is valid for the educational model – all eras in the development of philosophy are included, offering at the same time various points of view on the facts. A number of outstanding scholars have been invited by the philosophers and sociologists at NBU to give lectures. These include Jean-Pierre Vernant, François Hartog, Françoise Frontisi-Ducroux, Gilles Lipovetski and Sebastien Charles. Ivan Sarailiev's diaries have been published as a result of the activities of the Archives Fund Center. One of the larger projects is the conference "Higher Education and Scientific Research in Knowledge Societies" organised together with the Friedrich Naumann Foundation.





NBU frequently welcomes guest-lecturers

Prof. Yulia Krusteva at NBU

28. Foreign Languages and Literature. The languages taught at NBU are English, German, Spanish, Greek, Turkish, Russian, French, Italian, Arabic and Persian, and also Old Egyptian, Latin and Old Greek. Two departments take care of the foreign language teaching – the Department of Foreign Languages and Literature and the Foreign Language Training Department. Students can be published in the Journal of Egyptological Studies, in Orientalia. Magazine of the East, and in the department's annual publication. Education in a foriegn language holds an important and compulsory place at NBU, something that makes the university unique among Bulgarian institutions of higher education. The foreign language teaching is also facilitated by the existence of a special language laboratory for simultaneous and consecutive interpretation that has been financed through an international project.

29. Fine Arts. "There are no canons, no rules, no bans on the form or content of the films at NBU. There are no bans on the genre or length of films. If you want to do something, you find a way to do it. Trust yourselves and NBU," Magardich Halvadjian said as a student at the university when he introduced his film Skomina. The Fine Arts programmes include modules on television and cinema, cartoons, advertisement, photography, graphic art, stage production, graphic and set design, and cinema theory. For practical activities and individual learning, the students have at their disposal a workshop for cartoon production equipped with special machines for the creation of cartoons; a cinematographic animation laboratory with a workstation for scanning, post-production and animation; the software Animo; scanners for regular line test control; an AER Brash compressor for

AER Brash background modelling; a Krass perforator; character design slides; a photo-laboratory; a university film centre with a Matrox RTX 100 cutting station; and a graphic design laboratory. The Department Cinema, Adverting and Show Business organises film festivals and exhibitions professors and students present their projects. Among the books published by the department are the only Bulgarian textbooks for script writing, audio cutting, digital and photography. cameras, department has also created University Cinema Club. It has



Magardich and Kremena Halvagjian

produced more than 450 music singles and advertisements, it is creator and producer of the TV productions Sweet Revenge, A Sea of Love and Masters of the Waves. Magi Halvadjiyan continues her link to NBU as a lecturer in stage production and producing in TV show business.

30. Fine Arts, Design and Architecture. Instruction in design, architecture and the fine arts follows Western European and American models and is unique in Bulgaria. The Department of Design and Architecture organises an annual fashion show and a charity drives for the donation of clothes for graduation balls. A high-tech system for computer-aided design and gradation of clothing has been provided for fashion students with the financial help of I.N.A. Trading. Nikolai Pachev, Mittelmoda award winner, was a student in the bachelor's Fashion programme. The Department of Fine Arts comprises lecturers in painting, graphics, sculpture, ceramics, graphic design and stage direction. The practical activities of the students take place in the Workshop for Textile Design, which has a training loom; the Workshop for Ceramics and Glass, where there is a potter's wheel and a pottery oven; a Workshop for Fashion Design with professional sewing machines, and cutting and ironing tables, and dress forms; a





Workshop for Artistic Design; and special halls for painting, design, architecture and stage direction. The students and professors exhibit their work at NBU Gallery.

31. Music. Svetla Ivanova, a graduate of pop and jazz singing at NBU, is the first Bulgarian singer to have four songs broadcast on MTV. Together with Grafa, Roberta and Naiden Todorov, she is one of the many famous NBU students in the field of music. No less famous are the teachers there - Professor Milena Mollova, Professor Stefan Dragostinov, Kamelia Todorova, Lecturer Etien Levi, Venko Poromanski from the pop-group TE, Yavor Dimitrov, Kaloudi Kaloudov, Professor Dimitar Hristov, Assistant Professor Georgi Petkov, Assistant Professor Simo Lazarov, Mario Hossen... Education in music at NBU encompasses all educational levels and all musical and stage genres - classical, pop, opera, ballet and folklore – as well as the sphere of artistic practice and music and new computer technology integration. There is nothing similar within our national educational system to the master's-level specialisation in music management and production. Training is provided via music workshops, musical instruments, rehearsal workshops, a chamber and a theatre hall, and a hall for classical ballet. Among the outstanding projects done by professors and students in the field of music and dance are the Folk-Jazz Formation and the dance troupe Tropanka. Students university-wide can enrol in either of the groups as part of their general education.



32. Theatre. 'We, the students of the New Bulgarian University, are going out in the streets of Sofia, joining in the protest of all Bulgarian students. We will dance the koulda. Young men gather together at Christmas and go around the whole village purifying it from evil, illness, curses and misfortune. Thus we, dancing the koulda, are carrying with us blessings for the whole nation and the idea of spiritual purification for all places by which we are passing."

Date: 17 January 1997.

Organiser: The Strike Committee.

Details: This dance is an part of Vuzkresiya Vihurova's production Bit (Way of Life). Our students performed it with the participation of students from all the higher education institutions in the capital. The mass media called NBU's action the top event in students' protests on this day.

This extract, published first in The University Daily and then in A New University for a New World demonstrates clearly how different the theatre crowd at NBU is. Art can have various worlds. Actors, dancers and stage directors team up for each first of December – World AIDS Day. The performance In a Moonlit Room continues to be performed for charity purposes for children – from the stage of the Youth Centre in NDK (the National Palace of Culture) to the orphanages in various towns and villages around the country. As its creators like joking: "The





performance will continue be given further down the line – for adults who have not forgotten that they were once children, and particularly for children."

Some of the most important projects in the sphere of theatre are the Summer Children's Academy and the Theatrical Classroom through the Partnership Programme, the Centre for Alternative Education and the programme representing the international organisations UNESCO, UNIDO and UNICEF. NBU has a training theatre called Slug Theatre. Theatre students have even worked with the Swedish Royal Dramatic Theatre during a special workshop at the university. Students have stages in and outside NBU, tickets for their performances are well-sold, the audience likes them, the mass media report about them, and they win awards. The lecturers -Assistant Professor Vuzkresiya Vihurova, Professor Roumen Tsoney, Assistant Professor Eva Volitser, Professor Vassil Dimitrov, Professor Tsvetana Maneva, Snezhina Petrova, Assistant Professor Zarko Uzounov, Elena Ivanova, Professor Kirkor Azaryan, and Georgi Arnaoudov - are well-known public figures. Students from various fields take part in the preparations of the performances – theatre, music, computer science, visual arts, languages and literature... and everything at NBU acquires the principle of passing it along.

"NBU is my personal choice. It is the way I have worked, I am working and I would like to work – NBU gives me freedom of initiative, decisions and responsibility. This made it possible, is making it possible and will make it possible to create not only courses but also whole programmes without any similarity in our national context and which are definitely modern from an international point of view as well. This is what attracts every lecturer and researcher with ideas, power and skills to develop his or her own potential simultaneously with the development of the educational programmes he or she is involved in and, therefore, together with the students and for the students. The students - they are very young, so young that I sometimes do not know how to behave with them — to shout at them, to beat them or to invite them to a business conversation. I would like to paraphrase something one of our colleagues said. One day he simply commented on his function in the following way: 'To help form illusions in which I myself do not believe.' I could not give him an answer at the time, but I cannot stop thinking about this version of the role of the teacher. Sometimes, a part of our students are those who help create illusions in the teacher who has stopped believing in them."

Assistant Professor Vuzkresiya Vihurova

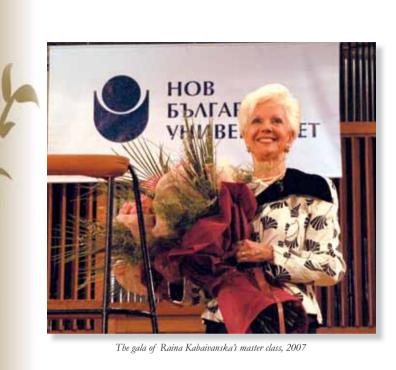






Ass. Prof. Vuzkressija Vihurova

- 33. The Schools. The schools at NBU combine teaching with research. Students' participation in the schools gives them credits for extra-curricula activities. Every year there are three schools that take place at NBU - the School of Semiotics, the School of Cognitive Science and the School of Mass Communication. The materials from the schools are published in annuals in Bulgarian and in English. The School of Semiotics takes place twice a year – in spring and in early autumn. The spring school is at NBU and the early autumn one in Sozopol, at the coastal house of the university. The Summer School for PR brings together practising specialists in marketing, advertisement and public relations with the students and lecturers at NBU. The main goal is to find common ground that should lead to common projects. The International Summer School for Cognitive Science is the only one of its kind on the Balkans and in Europe. During the summer school the master's students from the Cognitive Science Department defend their theses before an international committee. The schools at NBU give undergraduate and graduate students and professors a chance to get acquainted with the latest developments in their fields, to get practical experience and to make contacts with specialists from other universities and institutions.
- **34.** Cisco Network Academy. NBU has the status of a local Cisco Academy at the regional branch in the Bulgarian Chamber of Commerce. The laboratory trains network specialists following a programme of the American company Cisco Systems, which allows the possibility of receiving the internationally recognised Cisco certificates. The graduates are able to install and configure Cisco switches and rooters, maintain networks and their security, and carry out basic tasks concerning the planning, design, installation, function and maintenance of ethernet and TCP/IP networks. The lectures are given electronically and are updated following the development of the respective technologies.
- **35.** Master Classes. Master classes are an interactive way of teaching that gives students the opportunity to gain experience from field professionals. Raina Kabaivanska's master class takes place at NBU every September. During the classes, the vocalists are able to



work on role interpretation and on vocal technique perfection; they have the opportunity to feel the connection between learning and the big stage, to meet colleagues from various countries and cultures, and to be face the with international competition. The teaching takes place over the course of ten days in Bulgaria Hall. The best from the master class are awarded grants from the Raina Kabaivanska Fund. Every master class give a gala-concert with Sofia Philharmonic, with the special participation of Raina Kabaiyanska. Conductor of the concert is Naiden Todorov, who graduated from the master's programme in Conducting at NBU. Singers from Europe, Asia, South America, Australia and Africa have participated in Raina Kabaivanska's master classes. Since 2005, the master class has been carried out under the patronage of the Italian ambassador in Bulgaria. World-class music managers, impresarios, opera directors and the mass media show interest in the master class and concerts. Many of the singers that have participated in a the master class are already part of the great opera stages. Among the projects of Raina Kabaivanska's master





Najden Todorov graduated the Master Program in conducting at NBU

Milcho Leviev

class are the opening concerts of the musical season in Sofia, the development of www.rainakabaivanska.net, the publication of the biography Raina Kabaivanska, and the anniversary exhibition entitled Raina Kabaivanska, the Divine. Milcho Leviev's master class for jazz improvisations is also organised every year. The initiative started in 1999 with the intensive teaching module What Is This Thing We Call Jazz? The participants in the master class should have knowledge of music theory, harmony and English. Vicky Almazidu's master class for pop and jazz singing takes place at the same time or just a little bit later. The classes have international participation. Guest singers with experience in professional jazz performance are invited during the classes and to the concerts.



Part Three The Creator University

36. Interdisciplinarity. To connect different sciences, to cross the borders separating them, to use interdisciplinary approaches in education, to create interdisciplinary projects, to provoke interdisciplinary debates during the seminars, to create programmes on initiative of several departments, to follow the models of liberal education for developing general knowledge... At NBU, interdisciplinary instruction is an indicator of quality in the teaching and learning process. For example, we are dealing with interdisciplinarity if the bachelor's programme in Economics contains courses not only in principles of economics, economic theory, macro-economics and introduction to management, but also courses in business law and introduction to public administration, as well as the courses in environment and use of nature, social psychology and anthropology and ethnology, where the students attend the department seminar Economics - From a Mark of 'Unsatisfactory' to 6+ in the Department of Economics and Business Administration, as well as yet another seminar – Business Management Systems, organised by the Information and Computer Technology Department.

37. The Individual Programme. Students at NBU have the possibility of creating their own individual programme consisting of courses chosen in accordance with their interests. The only requirement is that they adhere to the credit system. The creation of an individual programme is possible due to the credit system, the possibility for accreditation of courses and the possibility to choose courses. The development of individual programmes stimulates internal

- 38. The NBU Catalogue. All universities have statute books for prospective students, but only NBU has a catalogue. After entering the university each student receives an NBU catalogue. The catalogue contains all the information about all courses of studies what courses are taught and when, credits, educational formats, modules, specialisations and practical courses, opportunities for mobility. The students at NBU are taught following the rules in the catalogue, which have been accepted at the university. There is already an electronic catalogue as well, which is accessible for various years of issuance through the university website.
- 39. What Should the Students at NBU Know? "This book has been written for the students at NBU and has three main goals. The first goal is to show you whom you have to approach for the information you need and to give you their exact co-ordinates. The second goal is to tell you about NBU, about its academic community, to which you already belong. And the third goal is for the book to be useful to you after you have graduated from NBU." This is how the small square book What Should the Students at NBU Know? begins. Following the style and traditions of NBU, it continues with a number of questions: Where can I find the timetable of my classes? Do you want to be a master's degree student? How do I participate in an international student exchange? Who can I complain to? How do I keep contacts with NBU?....
- 40. General Education Courses. In contrast to the traditional, narrowly focused education within the boundaries of a given subject, during the first two years of the bachelor's programmes, NBU focuses on foreign language teaching, information technology, Bulgarian-language instruction, sports and the arts along side introductory courses in a student's selected discipline, as well as on general education courses for acquiring knowledge in a field different from the chosen one. The main goals of this education are a wide general knowledge basis, interdisciplinarity and preparation of the students for the selection of a major. Credits are awarded after attending basic

education courses in a foreign language, in Bulgarian (language culture and an essay), in computer skills (MS Office and the internet) and after successfully passed examinations in general education courses. During the first and the second year of the bachelor's programme, the general education courses in foreign languages are free of charge and the individual entrance level of the student's selected foreign language is decided through a placement test. The courses in sports and the arts are some of the most attractive at NBU – from rehearsals of the university folk-jazz formation to the conversion of the whole university into a fairytale performance. The fulfilment of the general education requirements are necessary to receive a degree at NBU.

- **41.** Internal Mobility. Because of internal mobility, students may switch programmes within the same educational level. This process is possible due to the accreditation of certain courses according to the requirements of the accepting programme, as well as through the possibility for individual educational programmes.
- **42.** The Modules. During the third and the fourth year, education in the bachelor's programmes is structured in various modules, from which the student chooses a basic module. The basic module defines the acquired professional qualification.
- **43. Major and Minor.** Students at NBU have the opportunity to earn a minor at the same time as their bachelor's programme major. Their major gives them professional qualification and specialisation while the minor gives them additional qualification.
- 44. The Credits. The credit system at NBU is compatible with the European System for Credits Transfer. The credits serve as a measurement of a student's study load. Credits are awarded after positive evaluation in educational activities and acquired knowledge and skills. Depending on their study load, students may graduate within a shorter or longer period of time. The credit system facilitates mobility, makes the curricula more flexible and allows for selection of courses. NBU is the first Bulgarian university to have introduced the credit system.

45. Distance Learning. Students at NBU are able to plan their study load so that they can combine it with their professional obligations - they can enrol in courses that take place at times convenient for them, they can focus on individual study, and they take part in virtual education. In order to create more opportunities for working students, some of the courses in the regular programmes are offered as distance-learning courses. NBU is the first university to introduce distance learning in Bulgaria. Such is provided for through specially developed teaching materials and modules for virtual education, through real-time online consultations with the lecturers, and through opportunities for co-operation with the regular students in seminars and practical courses. Distance learning is facilitated by local centres of the universities in Plovdiv, Vidin and Varna that organise the consultations, the delivery of the teaching materials and the students' examinations. NBU is accredited by the The Open University (Great Britain), the largest distance-learning university.

46. Life-Long Learning. A priority in world-wide educational tendencies, life-long learning is gaining popularity in Bulgaria via NBU. The idea of this model is the development of courses and modules in formats leading to the acquisition of new qualifications, thus offering better career opportunities on the labour market for people of all ages. The Centre for Life-Long Learning at NBU offers courses and programmes in various professional spheres through master classes, academies, candidate student courses, business qualifications, extramural and individual courses, and academic lectures. The specialised courses for practicing managers, the foreign language courses and the politics programmes are only part of the profile of life-long learning at the university. Two of the largest life-long learning project at NBU are Nurses for the Roma Community, in collaboration with the Saint Nikola Foundation, and the programme for re-qualification of discharged military officers.

47. GSET. There are at least four differences between the General Secondary Education Test (GSET) and the other candidate-student examinations: one does not need preparatory courses or private lessons; every candidate student may sit for the test during all four sessions (in February, April, June and July), where the best mark is the final rating; every candidate student may demonstrate "knowledge, general culture, coolness and intellect" on 100 different questions; nobody fails the test. The multiple-choice questions are divided into 10 fields: Bulgarian language, literature, history, geography, mathematics, physics, chemistry and biology, critical thinking and semantics. The results of the test are valid for the next enrollment period as well. A sample GSET test is published in the Candidate Student Manual of NBU.

48. Multi-Componential Assessment. Each type of assessment at NBU is multi-componential since it requires the students to acquire and retain knowledge throughout the entire process of each course. The students may be evaluated in the course of the semester in the form of individual presentations, tests, essays, participation in a seminar or a project, etc, so that it is not necessary for them to sit for examinations at the end of the term. It is possible that students regularly attend the classes and receive several grades during the semester that eventually form the final grade; students are not satisfied with the final grade or have only one grade from continuous assessment during the semester and have to sit for one of the forms of examination; or students have no continuous assessment grades during the semester and have to sit for the examination, whereby the examination is multi-componential (at least two components).

Part Four The Entrepreneurial University





49. The Funds.

- University Investment Fund. NBU is the first in Bulgaria to buy shares in a mutual fund, which makes profitable investment of temporarily free capital and profit on the capital market possible a practice long-known at the higher education institutions in Western Europe and in the USA. The largest funds belong to Harvard, Yale, Stanford and Michigan Institute of Technology. NBU has acquired shares in mutual funds that invest their assets mainly in shares and bonds of Bulgarian and foreign companies, as well as in state security funds, and in some shares of other mutual funds and banks.
- Foundation for a New Bulgarian University. Created by Professor Bogdan Bogdanov, the foundation aims at continuing efforts for a new type of higher education started by the association that set the grounds for New Bulgarian University. The foundation has the following goals: to create suitable conditions for student and academic staff expression; to enrich library collections at educational and research institutions; to develop projects; to create an academic network to address problems in higher education; and to attract social circles of all sorts to the cause of universities.
- Raina Kabaivanska Fund. Created by Raina Kabaivanska as a
 follow-up of her charity activities in Bulgaria, the fund awards
 national and international grants for education in opera singing.
 Only participants in Raina Kabaivanska's master classes at
 NBU are eligible for the grants. The fund is formed through
 endowments from Kabaivanska, with the help of NBU,

- from other donations and endowments, and from nationally and internationally funded projects.
- Dimitar Panitsa Fund. The fund was founded with a donation from Dimitar Panitsa. Its aim is to grant the Panitsa Civil Courage Award, which recognises people who serve as valuable models of social behaviour, and who live out the ideals of high social moral and respectability, an active citizen's position, and social dialogue and tolerance.
- Charles Moser Fund. The fund was set up by Mrs Anastasia Moser and named after her husband. It awards grants for special achievements in political science research. Only students from NBU who have demonstrated social engagement and involvement in university life are eligible. Grantees are required to be excellent students during the whole grant period and to present the results of their bachelor's or master's thesis before the Politisation, Democratisation seminar of the Department of Political Sciences or at a similar research forum.
- The Fund for Enterprising Individuals. Created by Bozhidar Danev, the fund facilitates the development of highly educated and enterprising personalities by awarding grants for their education. Only NBU students are eligible for the grants. The grants are awarded as a type of loan: when the grantees graduate and start working, as soon as they start making a monthly salary of 1500 euro, they should become donors to the fund.
- 50. Active Professors. There are a number of academic staff members at NBU who also are active in a professional field and thus bring teaching and practical application together: Professor Maria Chichikova, Professor Ivan Marazov, Professor Vassilka Gerassimova, Assistant Professor Georgi Kitov, Assistant Professor Vesselin Metodiev, Ekaterina Mihailova, Professor Radoslav Tsonchev, Assistant Professor Sonya Alexieva, Assistant Professor Mihail Nedelchev, Nadezhda Alexandrova, Bozhidar Danev, Reneta Dimitrova, Assistant Professor Angel Georgiev, Svetoslav Bozhilov, Alexander Bozhkov, Assistant Professor Petya Assenova, Professor Antoni Slavinski, Assistant Professor Maria Stambolieva, Professor Sevdalin Nachev, Professor Ivan Vesselinov, Assistant Professor Ivan Georgiev, Assistant Professor Anri Koulev, Professor Milena Mollova, Professor Stefan Dragostinov, Professor Dimitar Hristov, Assistant Professor Rouzha Marinska, Professor Tsvetana Maneva, Professor

Roumen Tsonev, Professor Kirkor Azaryan, Professor Vassil Dimitrov, Assistant Professor Vuzkresiya Vihurova, Snezhina Petrova, Magardich Halvadjiyan, Yavor Dimitrov, Angel Zaberski and many more.

51. Programmes Consulting with Business. At NBU exist programmes that are in direct consultation with business or with other university or research organisations, so that the teaching and learning process is closer to what is needed for practical application: the bachelor's programme in Political Science is taught in French as is the master's programme in International Relations and Comparative Politics; both were developed in co-operation with the Francophony University Agency; the master's programme in Artistic Psycho-Social Practices is a collaboration between NBU and The Red House Centre for Culture and Debate; the bachelor's programme in Hotel and Restaurant Management and Marketing in French is developed in co-operation with the Ecole Hôtelière et de Tourisme de Nice Paul Augier in France; the master's programme in Family Consulting is a collaborative programme of NBU and the Institute of Family Therapy, London; the master's programme Human Resources Management and Development was created in collaboration with the Business in Education Foundation; the master's programme for Bank Management is realised in co-operation with the International Bank Institute.

52. Internships and the Connection with Real Application.

NBU provides permanent internships and practical courses for the students in the fields of archaeology at a New Stone Age and Stone-Copper Age settlement in the vicinity of the village of Gradeshnitsa; in the sphere of public administration at the National Assembly, the Council of Ministers, the Foreign Ministry, the Ministry of State Administration and at the National Municipalities Association; in the field of biomedical sciences at the Medical University – Sofia, the National Centre for Public Health, the National Centre for Medical Information, the National Cardiologic Hospital St Ekatherina, ISUL, Svoge Community Hospital, Doverie Hospital, Trivia, and at the company Medical Technology Engineering; in the sphere of telecommunications at Bulgarian Telecommunications Company, Mtel, Globul, Germanos Telecom

Bulgaria, Siemens, Ericsson, the Commission of Telecommunications Regulation, and Bulgarian Telegraph Agency; in the field of foreign language teaching at Dolly Media Studio (film translation) and student teaching at high schools; in the field of law, with municipalities, in courts of law and in prosecutor's offices; in the field of film, advertisement and show business, with Studio Orpheus, Global Films, and via practical work on film sets when ordered productions are being filmed; in the field of economics, with Bulgarian Business Network and the companies Dikon, TVT, Ditek, Address Real Estate, TB Investment Bank, Hotel Light, and hotels that are members of the Bulgarian Hotel and Restaurant Association.

- **53.** School for Management. The school offers training in management, develops bachelor's programmes and master's courses and programmes in the field of management and human resources, and holds internal trainings for companies. Its main aim is to help students achieve managerial competence at a European level, to develop strong organisations, and to form a new organisational and management culture in Bulgarian society.
- **54.** Slug Theatre. The training theatre at NBU is an entrepreneurial university structure organised by students and staff members from various fields. Among the main activities of the theatre are the performances given on the stage of Sfumato Theatre-Workshop, the development of projects to finance the performances, the popularisation of its activities and the transformation of the training theatre into a source of income thus putting it in the situation of a real, commercial theatre. Slug Theatre is led by Assistant Professor Vuzkresiya Vihurova.
- **55. NBU Gallery.** Arts students merchandise and sell their creations at NBU Gallery, situated at 17 Lyuben Karavelov Str in Sofia. Students of design and of philosophy work there. In the unique, artistic space one can find small creations, sculpture, original fashion, photography and paintings with the label of NBU Gallery. The gallery organises events, fashion shows, presentations and more in order to popularise its activities.





56. The Cinema Club. Every Thursday, NBU's assembly hall (called "Aula" in Bulgarian) transforms into a cinema. Film screenings are free of charge. The Cinema Club works with large Bulgarian film distribution companies and receives donations from famous film directors. Children from nearby schools are often guests at the club.

57. The Career Centre. NBU's Career Development Centre is the first university career centre in Bulgaria. It helps the students choose their major and gives advice regarding their professional orientation. At the centre, students can use tools to discover their personality characteristics, competences and interests, obtain information on internships and projects, learn more about the conditions of the Bulgarian labour market and possible spheres for professional realisation, and acquire practical knowledge and skills for finding a job. The Career Development Centre organises Career Days at NBU. Students can also receive consultations online by visiting www.nbu.bg.

58. Teaching in a Real Environment. At NBU there are workshops for animation, textile design, ceramics and glass, fashion design, and artistic design. There is a special training courtroom, a ballet studio, a classroom equipped for simultaneous and consecutive interpretation, a training theatre and a props room, halls for painting, design, and architecture, for piano, percussion instruments, harp, guitar, etc. Two large computer centres are at the students' disposal, as well as more than 10 computer-instruction rooms. There are 14 laboratories at NBU that are engaged in the following types of services and research:

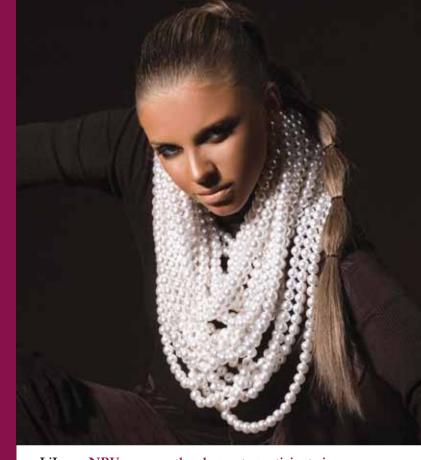




- Gemology Laboratory: Expert evaluation of precious stones and stones suitable for jewellery, polishing of precious stones, and making and selling jewellery, and evaluation and consultation of crystals and minerals
- Sociology Laboratory: Sociological research based on interviews and surveys, organisational games, research through focus groups
- Laboratory for Cinematographic Animation: Processing, cutting and sound synchronisation of animations
- Photography Laboratory: Professional photographing of events, creation of advertisments, and artistic photography
- University Film Centre: Film cutting, recording and re-recording of video materials on different carriers, reeling, preparation of short advertising products
- Graphic Design Laboratory: Creation and processing of threedimensional graphics, design and production of webpages, cutting of various images and creation of computerised illustrations and collages
- Information and Computer Technology Laboratory: Creation of presentation materials, webpages, application software, and software testing
- Laboratory for Experimental Psychology: Training courses, experiments in the sphere of psycholinguistics, memory and thinking
- Laboratory for Neuroscience: Projects related to the transformation of language information and management of motor control, seminars in the field of neuroscience
- Laboratory for Products and Services Usability: Testing of webpages, software, electronic teaching systems, perception testing, impact and recall of advertisements

- - Multimedia Language Laboratory: Foreign language courses at all levels, assessment of foreign language skills
 - Telecommunications Laboratory: Assembled model boards for low-frequency magnifiers, audio installations, low-frequency parts of radio sets, repaired and constructed of electronic and electrical circuits and devices
 - Archaeometry Laboratory: Carries out empirical investigations of archaeological findings and monuments of culture
 - 59. Work at NBU. Students at NBU may work in various locations at the university through the System for Student Employment and Internships or on the grounds of HESP social grants. Selection through the System for Student Employment and Internships is realised on the basis of a competition. The interns' work is recognised as practical training courses. Students' work is rewarded with grants or payments. The criteria for the social grants from HESP are the monthly income, the health and social condition of the students.
 - 60. The Top Students Catalogue. Every year, NBU publishes a catalogue of the best students that is distributed to employers by the Career Development Centre. In the catalogue each student is presented with his or her experience during the course of study, with his or her participation in research and international projects, defended theses, practical training and professional experience.





LiLana: NBU gave me the chance to participate in a summer school in Malta, sponsored by the European Commission. There, I was selected from among a number of students from other European Union member countries to represent the Eastern European students in a new project for the European Commission related to education and business. This is an incredible opportunity for NBU and for myself, because our university will be the first to receive information about the projects and ideas of this forum from the regular meetings in Brussels next year that I shall have the responsibility to attend.

She is a student representative in the European Commission programme for bringing together higher education and business; she studies in the bachelor's programme for International Relations at NBU. What is more—her single with Wout van Dessel from the Belgian group Sylver entitled "Here I Go" became the first Bulgarian song to be included in the American compilation Beatbox Dance 07/08.

George Tekev: Entrepreneurship is, first of all, a principle of behaviour related to innovativeness and flexibility of decision-making. The entrepreneurial identity of NBU is more a policy directed towards the pursuit of constant change. The aim is for innovation to become part of the organisational culture. We are doing that by leaving behind everything old and unproductive; we are trying to recognise our mistakes and to focus on failures and erroneously directed efforts. Entrepreneurial practice will be realised at the point that we manage to generate an entrepreneurial spirit in our managers, and when their vision concentrates on the opportunities, on the unpredicted and on the incompatible in order to bring to fruition the brilliant idea.

Ekaterina Mihailova: One of the basic characteristics of New Bulgarian University is undoubtedly its entrepreneurial principle of management and structure. The striking difference in the base for and conditions of teaching and learning is only the outer expression of this principle of management, which is unknown for many of the older academic institutions. It is incorrectly assumed in Bulgaria that knowledge and education are "a sacred cow", a temple without merchants. On the contrary – education is one of the most dynamic spheres of world industry and we should not be ashamed to practice it as such. NBU is an example of how this could be done successfully in Bulgaria.

Moni Almalech: I have no relevant information on this question as far as the narrow business meaning of this term is concerned. As to the "entrepreneurial spirit" in the sphere of education, I think that everything positive one could invest in this term is at hand – constant synchronisation with the modern tendencies in education; strict work discipline combined with constant requirements for market relevance devoid of "academic autism".

Maria Petkova: The university has a development strategy it sticks to. One notices such at first sight in the way the equipment and building reconstructions have been carried out. The view of education as a product is being maintained. This fact continues to oblige everyone to do their best in order to make our education competitive.

Ivan Kassabov: Yes, undoubtedly. It is enough to follow the development of NBU in the past years.

Hristo Choukourliev: Like a meteor shower. In certain periods very intensively, followed by long periods of lull. Unfortunately, the entrepreneurial spirit also possesses two other peculiarities related to the meteor metaphor – it can be seen only at certain places and collectively, apart from the bright light, with only parts of heavenly bodies raining down to the earth.

Snezhina Petrova: The very creation of NBU is an expression of this spirit.

















IN THE ROLE OF THE DIFFERENCE-MAKERS

George Tekev: He is the executive director of NBU. His activities include the full spectrum of financial management, to strategic planning and www.nbu.bg, through to Raina Kabaivanska's master class. A professional entrepreneur.

Assistant Prof. Moni Almalech: He teaches Modern Linguistics Theory in addition to Hebrew. His studies "Types of Rain in the Pentateuch", "Types of Windows in the Old Testament" and "I Am Who I Am" are of special interest.

Assistant Prof. Ivan Kassabov: He teaches various courses that fall somewhere between semiotics and language-learning. He prepared one of the first NBU catalogues.

Hristo Choukourliev: He works at the Centre for Electronic Materials; the irresistible call "Do you want to receive an master's?" is his invention.

Professor Ivan Gatsov: He is one of the lecturers who constantly take students to excavations. In the recent years alone he has been in Caucasus and Troy. He has even participated in digs in Vietnam.

Assistant Prof. Kristian Bankov: He says: "We organise international semiotics schools; we have created an master's programme unique for Bulgaria: Advertisement and Life Styles; this month I was invited to be an opponent at a doctoral thesis defense at the University of Helsinki; they value us highly..." He has an iguana and has studied under Umberto Eco.

Assistant Prof. Morris Grinberg: He is the person responsible for two of the most feared things at NBU – quality and assessment. He says that, for him, NBU is and unfinished good book that is constantly being written.

Lecturer Polina Mihova: She is a doctorate student in Biomedical Sciences at NBU and graduated from the master's programme in Computer Technology. She is already working on the application of computer technology in medicine.

Raina Kabaivanska: She is great. When she was a child, a woman in the street said to her: 'Little girl, you will travel around the world with a crown on your head." And this came true. Sometimes people confuse her with the revolutionary freedom fighter Raina Knyaginya. Every September she works at NBU.

Salih Borovin: He is a faculty director. He graduated from the bachelor's programme in History. He says that his favourite book is The University – A Specia World of Freedom by Professor Bogdanov because he likes its content.

Meglena Kouneva: She is the European Commissioner who selected NBU to prepare Bulgaria's business card for Europe. She chose NBU as the representative of the Education module at the information market for Europe and then awarded NBU with no less than two Europe, Pass It Along prizes.

Professor Rangel Gyurov: He is sure that the first Bulgarian to receive the Nobel Prize will be a student of NBU. He is head of the Department of Earth and Environmental Sciences at NBU. His theory about the corkscrew is one of the longest-discussed topics concerning natural cataclysms and climate.

Continued on page 93

Yuliya Yurevich: NBU contributed a lot to my development; it taught me to maintain my professional level and to meet the challenges in my career... It is very important for me that the university values its students' personal time and offers opportunities for development abroad as well.

Georgi Fotev: The fact the NBU is different is a trial for the students and professors and requires their creativity. The students at NBU are future leaders, whatever sphere of life they choose for their professional realisation. The other name of leadership is entrepreneurship, innovative thinking and action.

Ivan Gatsov: The specific creative atmosphere and the financial security, as well as the flexible organisational structure and the organised freedom of activities, is the proof, I think, for the existence of an entrepreneurial spirit at NBU.

Kristian Bankov: There is an entrepreneurial spirit at NBU, heralded by a few people who, however, hold important positions. And, of course, it is not possible for everybody to be a herald of such a spirit. What is important is that the system at NBU unavoidably promotes in the hierarchy people with an entrepreneurial spirit (and the respective knowledge and skills), and this has established implicitly a high standard of entrepreneurship, thus making non-entrepreneurs feel uncomfortably.

Morris Fadel: Entrepreneurship is a position and through this position it is possible to realise freedom. Entrepreneurship brings together thought (since it is impossible without distance and evaluation), activity (since it is related to decision making and behaviour) and language (since it is necessary to describe the operations of thought and activities). NBU is a world organised in such a way that you cannot rely on ready-made systems: you have to constantly take responsibility. Otherwise the university website would not be so full of academic initiatives.

Georg Kraev: Yes, I guess it is the university's measure of culture. The entrepreneurial spirit is reflected in the choice of the academic staff, on the one hand, and on the other hand, in the university motto that I will allow myself to paraphrase – NBU is not afraid of variety in lecturers' lecturing. (Lecturers' lecturing is not a tautology.)

Morris Grinberg: Yes, by all means, and this is reflected in the unique centres, departments and programmes. My personal experience with curricula and projects has demonstrated high dynamics and the possibility to realise new initiatives within just a couple of months.

Polina Mihova: I can boldly say "yes" – NBU has an entrepreneurial spirit, and in order to substantiate my claim, I shall enumerate the following factors:

- The investment in me since 2004, when I was still a student, I have been working at NBU as an administrator, which is the university's policy;
- In my development in the field I have chosen NBU supported me again providing me with the opportunity to work on my doctoral thesis independently;
- The investment in students each semester I support the students' applications for grants in various forms – a large part of them are successful:
- NBU is the only place that provides us with self-confidence outside the country as well;
- And last but not least a lot of investment in our publications.

Raina Kabaivanska: Entrepreneurial spirit in what sense: commercial, speculative, interested? From this point of view I can say that there is an entrepreneurial spirit, but it is in the interest of common success, of finding the environment for improvement of courses' quality, a struggle for finding sponsors for support of the young talents, a struggle for conquering the media that has only the goal of popularising the young.

Salih Borovin: NBU is built on the principles of entrepreneurship. Every student's, lecturer's or university officer's stride to realise his or her dreams is a form of entrepreneurship. Actually, NBU is one of the few places in Bulgaria where one feels free to realise his or her dreams.

Hristina Yanissova: Yes. It is enough to go along the corridors that are sometimes wrapped in cardboard, to come among hanging fruits, to become an incidental participant in a performance, to see the exhibitions, to feel the festivities, to be inspired by students' ideas, to know that you have a fairytale book shop, to follow the announcements, the projects, the offers to develop...

Meglena Kouneva: I think yes. The students here are not only being educated, they are also learning how to practice the acquired knowledge and skills and this gives them wide possibilities for realisation. According to my observations, you are following the Lisbon Strategy for introducing the economics of knowledge, you are in constant exchange with business. Needless to say that this is the modern approach and it has to be encouraged.

Rangel Gyurov: NBU was built on this principle. At the beginning, the programmes, and later on the departments, started working in this way. The managers and academic staff turned this entrepreneurial spirit into something inherent to NBU.



61. Research and Creative Work. The research and creative activities at NBU have a primarily applied character. The departments and centres are the open system connecting the university to the outside world – they investigate the needs of society and business of new professions, research the market niches and based on this they develop new university programmes; they provide students with internships and practicums; carry out the monitoring of the quality of the academic staff; organise seminars and conferences where they invite representatives from the real world. The university research structures develop strong networks of partnerships, work on projects for financing and carry out activities of applied character requested by external institutions.

62. Project Activities. A characteristic feature of the project activities at NBU is their focus on institutional projects setting themselves strategic aims for the common well-being of the whole institution and of society. The most recent institutional project of NBU is related to the Agency for People with Disabilities of the Ministry of Labour and Social Policy in Bulgaria and aims at developing a place for blind readers at the NBU Library by appointing someone with the same handicap to assist the blind students. NBU is also open to the financing of external projects in the sphere of education – though the Foundation for a New Bulgarian University.

63. Student Publications. The beginning of this positive practice is departmental annuals. The first yearbook of student papers belongs to the Department of Mass Communications. The first fully student publication is TIM and includes research on semiotics. Two collections of student papers have been published by the Department of Cultural Heritage and edited by lecturers: Antiquity – the Middle Ages – Modernity, edited by Professor Elka Bakalova, and Art Criticism and Cultural Studies, supervised by Professor Ivan Bozhilov. The collaboration between students and lecturers is presented by Professor Bozhilov with Bernard de



Chartres's reputed words from the 12th century: "We are like dwarfs on the shoulders of giants, so that we can see more than they, and things at a greater distance, not by virtue of any sharpness of sight on our part, or any physical distinction, but because we are carried high and raised up by their giant size." The book Youth and Politics contains only student studies and was financed by the Central Strategic Development Fund of NBU.

64. The Research Programme for Distinguished Students.

This programme was developed for students demonstrating very good achievement during the first two years of study. The programme was reviewed by the jury for the Hannah Arendt awards. Professors from universities in Indiana and New York, as well as from the Institute for Human Sciences (IWM) in Vienna and the Köber Foundation in Germany, offer consultation for the programme.

65. Robot Dogs. They live on the fourth floor. One can often see students talking to them or caressing them and the doggies wage their plastic tails and whimper – but the doggies are not only to play with. The Center for Cognitive Science operates under a European project within whose framework it is trying to teach the doggies to foretell what is going to happen in the world around them and to act in advance – to avoid future unpleasant events or to guess where to look for the bones hidden by people. They achieve this on the basis of the model for reasoning through analogy developed at NBU. The doggies have successfully passed tests before a competent jury appointed by the European Commission. The tests were carried out in an unfamiliar environment in Rome. This is part of the centre's larger plans to create robots with human-like behaviour, or what is called cognitive robotics.



Part Six The Virtual University



www.nbu.bg

About ten years ago, in the film The Net, Sandra Bullock ordered a pizza on her computer. People could hardly believe their eyes at the time, but today a student from NBU can register online two semesters in advance. Technology, in contrast to some other spheres of life, is developing quite fast. One spends about thirty years of one's life in front of the computer and does sports much less. People have, therefore, invented electronic sports. In July 2007, a pilot project financed by the European Union started at NBU for training electronic sports coaches. The aim is to define the characteristic features of this new kind of occupation, to develop teaching plans and teaching modules and to delineate the newly invented sector for professional development. The teaching will be realised primarily online using NBU's electronic education system. The teaching plan has been developed by specialists from the university and includes courses in computer architecture, operational systems, computer networks, programming, web design, psychology, tuition, sports management and computer games.

- **66.** The University Website. NBU's website is functional rather than promotional with a link to virtual education on the main site, with a module for online consultations, with an integrated information system, with an electronic catalogue and electronic enrolment, and with an electronic newspaper. The other address for NBU is www.nbu.bg.
- 67. e-Student. There are no queues at NBU all students receive an electronic record when they enrol. Through the e-student module they can enter their own virtual universe, one which gives them the opportunity to check their individual programmes, their grades, to receive information on the courses they have enrolled in and on their health insurance. Through the system of electronic enrolment students can enrol for the new semester even if on a computer at home. This allows the students to make their schedule as convenient as possible, so that they can attend lectures regularly and combine learning with work.
- **68.** Virtual Education. There are at least three systems for virtual education at NBU, if we do not count the small systems belonging to various lecturers:
- MOODLE is a system for virtual education and assessment. Here, students can read the lectures and take tests online, where each test has a certain time limit that is impossible to exceed. The system checks the test automatically and the student can see his or her results just a second after answering the questions. There is a dictionary of terms in the respective subject area integrated into the system.
- ISDO has an online radio and television that broadcast lectures for distance-education students; this system is also accessible to all other users.
- VEDA allows academic staff to publish information on their courses – materials, tasks and homework, grades. The system has a forum where students can ask questions about the course and they can receive answers not only from the respective instructor but also from other students in the course.

Part Seven The Tolerant University





69. Grants and Social Tolerance. There are grants and doctoral students funds that award grants to newly enrolled students, to undergraduate and graduate students with high academic achievements and to students belonging to priority groups – physically handicapped, orphans and those with low incomes. The guiding principle is that as many people as possible should be enabled to study. NBU's partner in providing grants is the international programme HESP.

NBU's social responsibility is further reflected in various projects – from the one called Sincerely Greeting You – Your Friend Forever!, which organises a children's day at the orphanage in the Dragalevtsi borough of Sofia, to Streetcar Hope, which visits various orphanages. Every year, the NBU Student Council organises a drive to collect clothes, toys and books for orphans. Among NBU's causes are donating computers to kindergartens and schools, making evening dresses for high school graduates that live in orphanages, and organisation of anti-AIDS campaigns. Every year, NBU participates in the festivities of Coloured Eggs, which collects money for the Art Veterans' Home.

70. The Bulgarian Center for Human Relations. The centre is an entrepreneurial research and educational structure – part of the wide international network of reformers in psychiatry. Its research is related to the processes of interrelations





3eloslava, Sofia and Nicki Iliev in the anti-AIDS campaign of NBU

between individuals and their emotions in the course of social participation. The centre develops social services, offers consulting and therapy, and creates new courses and programmes whose necessity is further reinforced by the newly introduced Law for Child Protection and the National Programme for Reforms in Psychiatric Health Services. The centre has developed and implemented three master's programmes – Clinical Social Work, School Psychological Counselling, and Family and Marriage Counselling. Each of the programmes co-operates with at least one educational institution in the respective field – Smith College in Boston, the Université catholique de Louvain in Belgium, and the Institute of Family Therapy in London. The centre is in the process of developing an international educational institution – the Academy of Psychical Health – that aims at co-ordinating the efforts of academic staff and researchers in the field from Central and Eastern Europe.

71. Ethnic and Religious Tolerancer. Ethnic and religious differences is a topics of great interest in the teaching and practice of NBU's students' and professors' research – Problems of Identity and Adaptation of Bulgarian Turks Immigrant to Turkey, Social Adaptation of Minorities, Strategies of Co-habitation in Multicultural Settings, The Other and I, Iberia on the Balkans, Nurses for the Roma Community, and Integration of Children from Marginalised Groups. One of the many examples of tolerance is the peaceful





co-existence of the programmes in Jewish and in Eastern studies, whose students often switch between the programmes at various educational levels, since in this way they have the chance to get to know two cultures, two languages and two ethnic groups and, thus, to solve a conflict.

72. Civil Tolerance. Among the examples of civil engagement of NBU are the student strikes, the concerts and activities in support of the Bulgarian nurses in Libya, the periodical blood drives, the selection of a NBU student as chairperson of the youth network of the European Parliament, the participation of the academic staff in public discussions, the support of the Bulgarian teachers' strike. Every year, the rector of NBU grants an award to the best journalist to have reflected objectively the problems of higher education in Bulgaria. There is no analogue in the national university strata to the civil projects developed at the Center for Social Practices at NBU – the grey economy, educational reform, privatisation, minorities.





73. Advantages for People on Unequal Footing. There are special elevators in both buildings of NBU that facilitate the movement of the people on unequal footing to each part of the university. Four wheelchair ramps are mounted – in the Café Club in building 1; on the staircase of building 2 there is an electric platform; at the entrance to building 1 on the side of the library; and at the entrance of the School of Management. There is an area in the library for blind people, equipped with special technology and software. All university entrances are suitable for all kinds of people.



Part Eight The Dialogical University

74. The Performances. Sometimes NBU's difference from other institutions has no limits. The main "perpetrator" is Assistant Professor Mihail Chomakov's and Lecturer Monika Petrova's general education course Performance. They are often joined by the students in stage direction, fashion design, theatre... Not in order to organise an exhibition or a theatrical performance, or a fashion show – it is rather something very, very different.



















75. The Permanent Seminars. There are 23 permanent seminars at NBU. Without names but with full freedom of topics is the best way to describe the permanent seminars of the departments of Information Science, Cognitive Science and Psychology, and Earth and Environmental Sciences, and the Centre for Cognitive Science. The oldest permanent seminars are Myth - Art - Folklore of the Cultural Heritage Department, Word and Image of the Mediterranean and Eastern Studies Department, and Anthropological Readings of the Anthropology Department. After these come General Semiotics: Theory and Practice of the Southeast European Center for Semiotic Studies; Literature at the End of the Day of the New Bulgarian Studies Department; Archaeology: Discoveries and Problems of the Archaeology Department; Economics - From a Mark of 'Unsatisfactory' to 6+ of the Economics and Business Administration Department; and Power and Healthcare of the Biomedical Sciences Department. Younger, but strong and larger, are the permanent seminars History and Modernity of the History Department. The doctoral students' seminar of the Design and Architecture Department; Knowledge for PR Practitioners and Journalists of the Mass Communications Department; Language, Literature, Culture of the Foreign Languages and Cultures Department; Man, Language, Interaction of the Foreign Languages and Culture Department; Administration in a Changing World of the Center for Public Administration; and Reform of the Judicial System in Bulgaria of the Law Department. Not lacking in debates is the seminar Practice - Made and Understood of the Center for Social Practices. The department of Political Science organises at least three permanent seminars - Politisation and Democratisation, Migration Policy and Francophone Debates.

76. Academic Lectures. When the president of Bulgaria gave one of the first academic lectures at NBU, Professor Bogdanov turned to him and said: "I hope, in spite of the overcrowded room, that your oration, whose power we know very well, will remain within the boundaries of our lecture style, since many of those present now are going to write essays on what you are going to say." The president started his speech in the following way: "If you



Ivailo Gavrilov, a player in the National Volleyball Team studies Visual Arts at NBU

are going to write essays on what I am going to say and if these essays are going to be graded, if this will in some way impact your future, then I apologise in advance to those whose essays are grade with a lower mark – this will not be due to your intelligence but rather to my inability to express what I think in an adequate manner." Academic lectures at NBU are a different form of teaching that always provokes dialogue – through immediate debates after the lectures or through essays and projects on the lectures, where the students receive free-of-charge credit for extra-curricular activities. These academic lectures are places of meeting between the university and notable personalities from various fields of science, the arts, economy, politics, social life, history, culture, international relations, business and practice.

77. Science – Understood and Made. The topic of the most popular university seminar derives from Prof. Bogdan Bogdanov's book Europe – Understood and Made. In a speech presenting the idea of the seminar An Understanding of Culture, it was specified that it would work to develop an education of the Artes Liberales type. In the year of the announcement of the seminar, the newspaper Kultura (Culture) declared it as the event to provoke a debate about

education. As an answer to this, the seminar Practice – Made and Understood was created at the Center for Social Practices. Every edition of the seminar has a discussion segment. The seminar has a different topic every year.

78. The University Diary. Founded in 1995, the university newspaper was the first form of media at NBU. It is published monthly in printed and in electronic formats. The newspaper is one of the best keepers of university history and in spite of the crisis situations it has gone through several times, it has not remained silent for long and someone has always saved it.

79. To Be Continued. The magazine for university culture is "a magazine for those who study or want to study and for those who teach. For everybody for whom reading, knowledge and education have always been to be continued"...





Part Nine The Traveling University



80. Traveling Seminars, Excavations and Field Research. It is not known who created the first travelling seminar at NBU, but most other universities surely have lectures instead of travelling seminars. The most popular traveling seminars at NBU are Professor Ivan Marazov's Magna Graecia and Florence, Assistant Professor Toma Tomov's Byzantine Constantinople, and Assistant Professor Sergei Ignatov's and Assistant Professor Teodor Lekov's Cairo – Luxor - Hurghada. Some of the traveling seminars have the following topics: Capitals of Western Bulgaria; Crossroads of Religions. Paganism, Christianity and Islam in Bulgarian Land; From the Macedonian Empire to Byzantium; and By the Sacred Places of Ancient Greece. Other seminars have only routes: Sofia - Haskovo - Kurdjali -Perperikon – Smolyan – Bachkovo Monastery – Assenovgrad – Chirpan - Plovdiv - Sofia. In any case, this practice allows students to observe everything in its natural environment and is, therefore, a favourite for everybody at NBU. It is practiced not only by the departments of History, Cultural Heritage, Earth and Environmental Sciences, and Mediterranean and Eastern Studies, but also by the Department of New Bulgarian Studies, which started the large-scale project Mount Athos in Bulgarian Culture and Language. No less attractive for students at NBU are the field research programmes organised by the Department of Anthropology and the excavations supervised by Professor Ivan Gatsov. Archaeology and geology students at NBU have their own research sites.

81. International Partners and Mobility. NBU is member of the European University Association (EUA), the European Association for International Education (EAIE), the Francophone University Agency (AUF), the Institute of International Teaching (IIT), the International Association of Semiotic Studies (IASS), the International Institute of Administrative Sciences (IIAS), the Network of Institutes and Schools of Public Administration in Central and Eastern Europe (NISPAcee), the European Consortium for Political Research, the International Public Relations Association (IPRA), the Informal European Theatre Meeting (IETM), the European Association of Students of Theatre (EAST), and the European League of Institutes of the Arts (ELIA). NBU has forty-eight institutional agreements and contracts with universities and educational institutions in Europe, America and Asia. Students and academic staff from NBU keep contacts with sixty-eight universities around the world through bilateral agreements for exchange and mobility.





Taeko from Japan, Pretty and Given from South Africa participate in the Master Class of Raina Kabaivanska at NBU

Part Ten The European University



- **82.** A Business Card for Europe. In co-operation with the Ministry of European Integration and European Commissioner Meglena Kouneva, NBU translated the Bulgarian school hymn "Vurvi narode vuzrodeni" into the languages of the European Union member countries. The initiative became known publicly as "Bulgaria's business card for Europe". The first one to receive it was the European Commissioner for Education, Training, Culture and Multilingualism Jan Figel. The translations of the hymn into the various languages were sent to various European universities.
- **83.** The School of Politics. Its aim is to train young political leaders from Bulgaria and the countries of South-Eastern Europe. The programme for political debate in South-Eastern Europe carries out its courses in different countries with different lecturers from the region. The practical part of the programme includes visits to various municipal and governmental organisations in the host countries. The graduates receive a certificate of specialisation in political management both from NBU and from the Council of Europe.
- **84.** Youth and Politics. The students' book published by the Association of Francophones in political sciences at NBU has no analogue either in the university or in the political space. For the first time the attention is directed towards the activities of the youth political organisations and their role in the development of a powerful civil







School of politics

President Dr. Zhelju Zhelev ana Ass. Prof. Anna Krusteva

society. The studies demonstrate a new point of view on politics, which includes tolerance, alternatives, liberalism, concreteness, personal history and civil position.

85. Programmes in European Languages. At the bachelor's level, NBU offers two programmes created fully in French (Political Sciences and Hotel and Restaurant Management), and two programmes in English (Software Technologies for the Internet and Egyptology). At the master's level, the programmes International Relations and Comparative Politics, and Comparative Political Studies are in French, and the programmes for American and British Studies, Information Technology Management, and Project Management are in English. Foreign students can learn Bulgarian for Foreigners through the foreign-language learning programmes at NBU.

86. Preferential Tuition Fees. Students coming from other European Union member countries pay the same tuition fees as the Bulgarian students. The tuition fees are also reduced for students from EU member countries who started their studies before Bulgaria's accession to the EU, as well as students from Macedonia and Argentina.

Part Eleven The New University





Daisies at NBU

A postcard from the past

87. In the Rose Garden. Nobody can believe that the building of NBU used to be a "smithy of cadres" for the totalitarian system, that there were only roses - "nice but hollow" - where there are tall pine trees now. Several wall paintings and a mosaic have remained in the university space. One of the wall paintings has become a wall-palimpsest, the mosaic in the library is already closed in by various symbolic spaces, the marble building 1 – where the marble is marble and the wood is wood - in the distinctive socialist style is becoming fashionable again, but free of any ideologies. Building 2 is fully designed by students. Niki Pachev says that his principle was: "If something is very ugly, in order to make it nice one should make it even uglier." Today, the building of NBU goes from the red of the Artes restaurant, to the green of the pine trees to the white of building 1, through to the mirror-blue of the library that reflects everything else, to the silver of building 2, to the silvery lining of clouds, to the pink sky of sunrises and sunsets that create the sea-blue of the library and the glass tower of building 1. As to the roses the only connection is the popular academic lecture series and speeches "In the Rose Garden"...





88. The Aula. Architecturally, the Aula (assembly hall) has an amphitheatric form for the seats divided into two sectors, and a podium in the official part where an electronic organ and a grand piano are mounted. NBU's logo and motto (Ne varietatem timeamus) are positioned in the central official part of the university Aula. Every Thursday the Aula transforms into a Cinema Club since is is large and equipped with a modern film projector.





The New Library building



Reading room "Prof. Ivanka Apostolova"



- 130 Professor Tseko Torbov Lecture Hall: Part of Professor Torbov's donated archives contain the full translations of Kant into Bulgarian.
- 131 Professor Ivan Sarailiev Lecture Hall: As a result of the work on Professor Sarailiev's archives we published the books, Ivan Sarailiev. The Effort to Learn, Pragmatism, and Meditationes.
- 210 Professor Konstantin Katsarov Lecture Hall: Named after the great Bulgarian lawyer Professor Konstantin Katsarov, the hall is equipped as a training courtroom.
- 310 Professor Petar Moutafchiev Lecture Hall: Part of Professor Moutafchiev's donated archives contain the manuscript of History of the Bulgarian People.
- 409 Professor Vassil Stoilov Lecture Hall: Professor Stoilov's paintings and personal belongings part of his artistic life as well as manuscripts and letters are on display in the hall.
- 413 Professor Georgi Mihailov Lecture Hall: Among the archives donated by Mrs Slava Mihailova are a number of translations and studies in the field of Ancient Greek literature and culture.

90. The Library. It is the most up-to-date library in Bulgaria, as well as the most different. It combines the controversial preserved library collection of the former socialist state Academy of Social Sciences and Social Management and the new library collection that is maintained by studying the needs of students and academic staff. The mural mosaic from the times of the communist matrix is kept in the new library building, which has been designed according to the latest architectural tendencies and named after Professor Ivanka Apostolova. Directly opposite the mosaic is a column showing NBU's history. Among the library's unique collections are the donated personal libraries of Professor Ivanka Apostolova, Magdalina Stancheva, Professor Georgi Mihailov, Atanas Slavov, Peter Black, Simeon Angelov and Todor Todorov. The library supports the collections Loeb Classical Library, doctor honoris causa of NBU, and master's and doctorate theses. The library has an electronic catalogue, various electronic resources, and a computerised station for blind people. There is a room with small blue chairs, where the permanent exhibition of NBU's publications can be found.



Part Twelve The Glass University





91. The Annual Report. Each year NBU publishes – in Bulgarian and in English – an annual report on its activity during the previous year. The Annual Report consists of the following sections: "About New Bulgarian University", "Educational Activities", "Assessment Centre", "Students", "Quality Maintenance System", "Research", "International Relations", "Publishing", "Library", "Information Technology and Electronic Communication", "Facilities", "Donors", "University Life: Facts and Events", "NBU in the Media" and "Financial Report". The complete version of the Annual Report can be found in the University website.

92. Quality Assessment System. The goals of the Quality Assessment System are to ensure continuous improvement in education and research; a balance between academic and market quality; transparency of all university activities before students, as well as before all parties concerned: parents, employers, society and the state; motivation for the university structures to compete; raising the responsibility awareness of each individual at the university; and providing reliable data as a basis for management and decision making. The Quality Assessment System employs a three-step process of evaluation: once at the outset, once in the course of studies and once upon completion. Indicators for the





professional realisation of students are observed, and a record is kept of the percentage of drop-outs, of the student mobility rate, the ratio of students applying for a single spot and the number of publications by lecturers and professors.

93. The Public Image of NBU. During the academic year, more than one hundred publications on NBU appear in the printed media, while the broadcasts on electronic media surpass one hundred. Every academic year, about 20 000 users visit the university site every day, while on a yearly basis more than 9 000 000 people from about one hundred nineteen countries seek information on the NBU website. Written in English, the name of the university produces 2 570 000 results in Google, and in Bulgarian almost twice as many – 4 730 000. Every year, more than one hundred fifty text- and research books by NBU professors and lecturers are distributed. Every year NBU wins about thirty externally financed projects, and more than fifty organisations become NBU partners in various initiatives. Twice as many organisations chose NBU as a partner in their own projects. Every year the university receives more than 7000 applications for admission, and about 1300 of its students graduate. This data is based on the web counter, Google, press reviews and the University Annual Report.

WILL IT BOTHER YOU IF

http://www.capital.bg/showblog.php?storyid=370923



From: Baba Metsa (Granny Bear), August 24, 11:16

Come on, guys, we all know the stereotypic thinking of those that can't afford it, and haven't got the slightest idea of what it is all about. Whoever attempts to defame, let him (or her) first download the Bulgarian Language Aptitude test from the NBU site and mail it back to me filled in...



From: Bow-wow, August 24, 17:13

I am in my fourth year at the NBU. This university will continue to exist as an opposition to the backward education system in Bulgaria. This university is seething with life and it has spirit. While other universities attempt to introduce what NBU has already developed

and proven, NBU gives life to more new ideas. I nearly burst with anger when I read commentaries lacking any truth whatever – their authors should grow up first... and I hope there'll be less and less superficial people like them.



From: nbus_headmaster, August 24, 17:54

This fashion to carry around textbooks in plastic bags is persisting, eh? No wonder, since lectures are only attended once in a while.



From: kakvo, August 25, 15:10

nbus headmaster,

it's my own business how I carry my textbooks – in a plastic bag, or in a Prada bag, or if it suits me, I'll stuff them in my pockets. It's none of your business how I mind my books.



From: Mikaina, August 25, 21:19

If you ask me, this is a hundred per cent real university, because I see how it in itself deals with ill-intended people that come near it. And, as the saying goes, "What doesn't kill you can only make you stronger"... I am sure that tomorrow there'll be NBU.



From: koko85, August 25, 23:40

I am in my third year at the NBU. Initially I thought it would be like any other place, but it turned out to be quite different. The professors and lecturers have us do teamwork. They coach us towards the right decision. One of my term assignments is to work

TOMORROW NBU DOESN'T EXIST

?

out a project for a firm of my own, with myself as a manager. I have to design my own management structure, adopt my own approach, employ my own staff and then manage it, while I solve different problems, created for "my firm" both by the internal and the external environment. All this has to be my own project, one that I have to develop and defend in front of sixty-four people. They teach real life at the NBU, put you in a real-life situation and you have to cope with it. If you can't... as they sing in a song, "Kiss me one last time, before I take my flesh away" Never on any occasion have I regretted, nor will I, studying at this university. I am proud to be an NBU student!



From: "for" NBU, August 27, 01:49

NBU is the most preferred university, and in a few years I'll be proud of graduating from it! All the best to my colleagues and to all the badmouths as well :)

From: Borislav Kandov, August 30, 11:02

Congratulations! NBU gets the biggest number of commentaries in the section "Will it bother you if...", and ranks probably among the top five of the most commented topics in that blog :)



From: Dear students, August 26, 20:57

Dear students at universities (including NBU), just read the adjacent article – "Germany opens its labour markets to engineers from Eastern Europe", and you'll understand why I asked you about "how much maths do you study there…"?

Maths means engineers and that's the profession most in demand! If you are not good in maths, you are a mediocre, good-for-nothing specialist! That's what I meant to tell you!



From: Baba Metsa (Granny Bear), August 27, 17:100 To "Dear students".

Look, dude, I got a 5.30 in maths at the most mathy university in BG, but simply preferred to do something else, so I applied for New Bulgarian University, was accepted and as a result of that

I now have a very good job ...so you can rush to Germany, if you can't do better here and if you are so damn good in mathematics ;)



From: kosio, August 24, 12:28

Yes, it will bother me a lot! NBU is a cornerstone of Bulgarian higher education and gives a good example. If it disappears, our university education will tumble down backwards.



From: hmm, August 24, 14:59

After spending a miserable year at another university, I enrolled in NBU and my whole life started anew:). I certainly pay a considerably higher tuition fee, but at least I know what my money goes for. The facilities at NBU have no comparison: computer rooms, TFT monitors, multimedia in every classroom.

The best professors and instructors are selected to teach there, and they have their individual approach with every single student. Why should we give the typical Bulgarian snub to everything that is well designed and works well? Do you remember when most people were shouting against the EU, then when we were all happy for jumping on board along with the Romanians, and now some of us are afraid of becoming the first country expelled from the EU.



From: allright, Sept. 04, 13:56

NBU is a modern university and its students are modern, too. Critics of NBU as a private university (paid education = rather suspicious) are not familiar with Western thinking (paid education means freedom of choice). Therefore, yes, it would bother me if NBU didn't not exist. In that case we would be

again dreaming of a new Iron Curtain, Schengen barriers or other fences... (something good, but hidden from our eyes).







Part Fourteen The Strategic University



94. Strategic priorities.

• Producing highly competitive students

Projects: reform of bachelor's programmes; reform of master's and doctorate programmes; development of web-based tuition; setting up of an e-library; development of the Quality Management System.

• Widening the scope of education and boosting the research and creative potential of NBU

Projects: increasing the research capacity of NBU and setting up of research centres; widening the scope of education in the natural sciences and the new technologies; improving the training and extending the creative potential of NBU in the field of arts; broadening the translation and interpreting training; developing life-long learning.

• Strengthening the position of NBU as an enterprising institute of higher education

Projects: development of entrepreneurship and decentralisation in the governance of NBU; setting up an efficient system for human resources development; improvement of the Integrated Information System; improvement of facilities.

95. The NBU Vision. NBU will be a widely acknowledged model for liberal education. Graduating students will have acquired high academic education and be well trained for life-long learning, possessing professional qualification ensuring their successful realisation in a constantly changing labour market.

NBU will be an established European centre for scientific work and artistic creation, actively participating in the European scientific and artistic life with a variety of projects.

NBU will rely on a faculty with significant academic record, as well as on lecturers and instructors with practical experience, familiar with the most advanced educational technologies.

NBU will be part of the international university network. Its programmes will meet the requirements for recognised diplomas with foreign universities, intensifying the main European languages teaching, as well as the international mobility. The university will be an institution with an open, liberal character, consisting of enterprising structures. NBU will be an academic centre with a well developed infrastructure and high-standard facilities.

96. The NBU Mission.

- To be a student-orientated autonomous academic institution aiming to create resourceful and enterprising individuals responsible for their own progress.
- To act as a medium for the development of socially engaged individuals, equipped for life in a democratic and civil society, having the background of a market economy, European integration and globalisation.
- To be a liberal academic institution, based on the interaction of education, research and entrepreneurship.
- To provide general and specialised interdisciplinary education, based on research and practical experience

97. Alumni. The NBU Alumni Association maintains the connection between the undergraduate and graduate students and the university. The members of the NBU Alumni Association promote the interests of their Alma Mater and promote its public image.

On Being Different: FOR WHICH OF NBU'S VALUES DO YOU STAND?

She is famed for being "the translator, beloved by children of all ages for succeeding to render into Bulgarian the magical atmosphere of the Harry Potter world. The curiosity of a child, she admits, shields her from the disillusionments in life. Her sense of freedom evokes a smile that she cannot hide. After Harry Potter, she most loves her students at NBU. Her motto is: "If Harry can do it, I can do it, too." And here she is!



Mariana Melnishka: My personal code of values feels comfortable at NBU. I usually follow new, less trodden paths to knowledge. My methods of teaching are practice orientated - about what real people do in real life. Team building and sharing is my philosophy, and I seek collaboration for the success of an idea or a project, never for domination. Work has always been my way to learn more about the world translating novels like Thornbirds and A Clockwork Orange, or most of the Harry Potter books, racking my brains on how to structure the first free press office of the National Assembly, to promote Outward Bound programmes in Bulgaria... It's all about the joy of independent thinking and making one's own choices and decisions. This university is full of possibilities for that. Freedom, open-mindedness and daringness are encouraged by the liberal principles of NBU as an academic institution, and that's exactly what helps me reinvent myself here.















IN THE ROLE OF THE DIFFERENCE-MAKERS

Professor Boryana Piryova: She is one of the authors of the extended volume of the medicine textbook Human Physiology, while for the students in Psychology she has written Behavioral Medicine and Biological Psychology.

Assistant Prof. Evgenia Ivanova:
She teaches Balkan Studies, Nations
and Nationalism. Her latest book is The
Balkans: Neighbourhood for Centuries.
Her projects include The Rhodopes as a
Road and a Border, The Renaming Process
in the Smolyan Region, and The Gagauzi
Population in Bulgarevo: Identification
Codes. She was arrested more than once by
the former State Security.

Maria Petkova: She studied Mass Communication at the NBU and is working as the PR representative for the university. She has a favourite newspaper and television show, but wouldn't reveal their names. Doesn't hide, though, that she is a committed fan of Levski and Arsenal soccer teams. Contact her at pr@nbu.bg

Professor Evgenii Dainov: He is called the Blue Shaman and is head of the Center for Social Practices at NBU. If he happens to put on a tie, he appears in the media. His favourite song for all times is "Mountain — Theme for the Imaginary Western".

Assistant Prof. Irena Bokova: She is a dean and an anthropologist. Her research is focused on the projects Culture as a Resource, Wild Thinking, and Movable Man, and also on Diversity Thinking.

Assistant Prof. Ivan Evtimov: At the outset of his career he was a sailor, and now he teaches sociology at NBU. His rich experiences in life laid the foundation for his book Introduction to Human Sciences with the private title From the Cradle to the Grave.

All this, along with his interests in social psychology, make him a truly academically minded head of the Career Development Center at NBU.

Assistant Prof. Anita Kassabova is the author of the book on autobiographical memory. She is a University of Geneva graduate with a doctorate thesis on Kant and Bolzano and their argument in the history of logic.

Professor Plamen Tsvetkov teaches genuinely new history and has written the largest books in NBU: Europe in the 20th Century in two volumes, The World in the 20th Century, and Ethnic Background and National Identity. He is in the process of completing The World of Mega-Myths.

Assistant Prof. Boicho Kokinov is the director of the Center for Cognitive Science and the master-minder of the International Summer School for Cognitive Science. He indulges in cognitive modelling, cognitive psychology and human memory modelling. He is acquainted with some robot dogs.

Ekaterina Mihailova is basically a politician, but guest teaches a course in Parliamentary Practices and Legality in Bulgaria. It is only in her book, published by NBU, that one can find together the full texts of the Preliminary Treaty of San Stefano, The Berlin Treaty and The Debates on the Last Day of the 36th National Assembly. Her academic speech in NBU proclaims: Let us not be subjects.

Assistant Prof. Georg Kraev: He is a mask and a ritual, a puzzle, a natural source, a piece of SOS folklore and also the most interdisciplinary professor at NBU, contributing to the programmes of the Anthropology Department, the Center for Semiotics and the Music Department. Nothing can prevent him from publishing even a book on the argument For and Against Chalga.

Boryana Piryova: Freedom of teaching comes first for me.

Valeri Milev: Freedom. Modern methods of teaching. That is how a kind of survival of the fittest effect is achieved. Whoever cannot cope realises that soon enough. There are no "grade-seekers" or the socialist type of excellent students at NBU.

Georgi Fotev: NBU is successful. I am a first-hand witness to that. Every year the number of witnesses like me in Bulgarian society is growing. I can also bear witness to the difficult beginning when the skeptics, those who didn't believe in the courageous undertaking, were many and strong. Skepticism was riding high, because our society had just come out of the long night of non-freedom, when imitation and unification were an iron law everywhere. NBU makes a positive impression with one more tendency: rather than content, there is drive there, there is thinking for something more, something better, more interesting, innovative. I believe there is the key to any success in our turbulent and dynamic times.

Evgenia Ivanova: The freedom to be true to oneself – this is to me the most precious value, and it gives rise to all others.

Raina Kabaivanska: I have always stood for the open world, without political or intellectual barriers, for democracy as the highest achievement of mankind, for eternal human values, for the vast and endless horizons of knowledge.

Meglena Kouneva: The credo that education should continue throughout one's life, encouraging free choice and individual talent, as well as the conviction that work is needed, teamwork above all, and to defend the common causes.

Maria Petkova: To respect the individuality of people around us. When we share the common goal of quality in education, an individual decision might turn out to be more effective than any established procedure. On this value many successful results of the university grow and flourish.

Irena Bokova: The education, based on fundamental knowledge, professional skills and civil behavioral patterns; the conditions shaping responsible and enterprising personalities, standing for common human values; dynamic relations between education and research and business.

Snezhina Petrova: Personal approach, free choice, mobility.

Evgenii Dainov: Freedom, with all its predicates and results.

Morris Fadel: Diversity, because it releases us from the classical illusion that what's within us is also without. And also, caring for others, as it is the only way to shake off the self-centredness typical for modern man, the egoism.

Ivan Evtimov:

- Not to be afraid of differences! NBU offers an incredible variety of approaches in teaching, its structure varies from the structure of traditional universities, credits have been introduced, students can advance in their educational process at different speeds, according to their preferences and potential. In their junior year, they take comprehensive courses on computer skills and languages to make up for missed chances in the earlier stages of their education. New programmes are being constantly generated. All kinds of educational and artistic events take place at NBU seminars, conferences, exhibitions, theater performances, concerts, book presentations and others. This is how the university creates a favourable atmosphere for scientific and cultural activities of lecturers and students alike. Those that have been used to traditionally conservative universities experience a cultural shock.
- Ethical treatment of students. Involving students in research teams with lecturers, new type of relations are instituted: of mutual respect for the other's opinions. In this way the autocratic relations between professors and students are transformed into relationships of mutual respect. I still remember an indignant graffiti-sentence on the wall of another university: "Education is violence!"

Even if some violent methods in the process of education are unavoidable, at NBU they are applied in considerably tempered and democratic ways.

LiLana: I am very happy that our university is among the very few in Bulgaria that can be called European. I am even happier that all prejudices against private educational institutions that we were brainwashed with in the past are being dismissed, at least among young people, and more and more of them chose NBU.

Anita Kassabova: Not to be afraid of differences, ie, in various ideas, theories, methods and personalities.

Plamen Tsvetkov: I believe in the motto of NBU – not to be afraid of differences, and ever since I have been involved with NBU. Since 1994, I have instinctively followed this principle in my work. My heartfelt striving is to bring up free-spirited and critically minded young people, tightly embracing the universal values of human rights and freedoms, of tolerance and free spirit.

Ivo Popivanov: I very much like the motto of NBU Ne varietatem timeamus, as it gives a reassurance that everybody can become part of this university, that everybody is welcome. Every person can contribute, with what he or she is good at, to the academic community. To me, not to be afraid of

differences means to accept others as they are, without being judgmental, that is, to understand them. Not everyone, though, possesses this quality, and I think that there should be more of us to find it in themselves. But then, that's part of the differences as well. It's terrific that NBU doesn't restrict students in their individual choice of subject to take. Everyone is entitled to follow their personal interests, as long as one doesn't get lost among them... For me, I often take courses from different programmes and this helps me enrich my knowledge and culture in various areas, and also acquire – as much as I can – alternative viewpoints on the world.

Hristina Yanissova: The dialogue between students and professors, the freedom to look for further knowledge, the responsibility to make a choice, to keep trying, to believe in yourself, to be active, to be motivated, to move, not to be inert, to teamwork, to be open, to look for... to find, not to stop!

Boicho Kokinov: All values that NBU is based on :) I will not repeat them, as I have participated in their formulation.

Ekaterina Mihailova: Building up awareness that the environment we inhabit is the result of our own actions. In this way the university will produce young people with entrepreneurial spirits and a strong sense of personal responsibility. My guiding principle when working with students is that there are no axioms. Each statement and each thesis is subject to debate. Because, important as it is for a young person to acquire knowledge, even more important it is for her or for him to form his or her own opinion and be able to defend it in an argument. In Bulgarian public life there is a deficiency of debate, and NBU deserves credit for its efforts to revive it.

Rangel Gyurov: The great freedom to teach and create, knowing that you have NBU behind your back. This is the most valuable acquisition in making us responsible and loyal.

Yulia Yurevich: The uniqueness of everybody at this university, the unlimited possibilities for learning, and the perfect professionals.

Georg Kraev: Not to be afraid of variety.

Part fifteen The free university



- **98.** Values. Our values are published in the "NBU Governance and Functioning Code", under the article General Rules. Each of the values that NBU has adopted has its own background and motives.
- Freedom of choice and responsibility
- Autonomy in academic research, scientific curiosity and openness to the world
- · Life-long learning
- Tolerating diversities and promoting varieties
- · Leadership, initiatives and innovations
- Integrity and honesty
- Social involvement
- Management and assessment, based on data and proof.

99. History Column. One of the columns in the new Library section displays memorable moments from the history and the development of NBU. Like a tree of life, the column symbolizes one of the main university principles: the co-existence of old and new matter, of the traditional and the modern – constant development and sustainability of values.

100. New University for a New World. "Images and testimonials". This is the name of the book that tells the story of NBU. The words are borrowed from the academic speech that Sir John Daniel delivered at NBU. The story comprises the festivities and the battles of University Diary, the first certificates issued to or by the University, the most significant academic speeches, imparting the message of the truly new Bulgarian university: "open your door to step into a New World, and let somebody step into yours." This New World can also teach you whether love is like eye soreness contracted from somebody else; why were the earliest universities situated outside city walls; why does rejection breed good taste; who are the most enlightened of pioneers to bear the whole variety of challenges; how can an idea grow merely at the touch of imagination and intuition; which are the cornerstones in history, that probably only old Khan Asparuh can recognize.





The University - a Special World of Freedom

Our history is different. It does not go back several centuries, not even a hundred years. Yet it rose with the first sky of Democracy, from a "secret program" that Professor Bogdanov was nurturing, a message of a program that thrived in freedom and order, in upheaval and persistence, flexible in itself, variable, respecting the individuality of students, expecting to be surpassed and alterated. In 1990 it materialized into an invisible university that evolved — aided by various people, decreed and sealed by the Constituent Assembly — into New Bulgarian University, the project university. In this period of our history Evgenii Dajnov was already a "free revolutionary", while LiLana was only six, and the University possessed 2 or three computers and no edifice. As of today, our history is well beyond its fifteenth year.

"Good universities do not offer ready answers. They teach people to ask questions — Sir John Daniel also says, — for people only come to understand something by asking questions and testing the answers against further questions. We are always trying to expose students to more than one point if view to an issue, and by asking questions to direct them towards deciding which of those viewpoints is most satisfactory, or, else, that none is convincing enough. At the outset, most students tend to be disappointed with this approach, but at the end of each stage of their education they appreciate the sense of freedom it has given them."

In a hundred years we may be like Humboldt, Fichte, Schelling and Schleiermacher, like Godric Gryffindor, Helga Hufflepuff or Rowena Ravenclaw, will be entitled to thrones of stone in front of our University, in a couple of centuries our differences may look as natural as the creation of the cinema, the television, the telephone or the computer, but differences will always create the feeling for a special world of freedom.

Index of Differences

Academy – 24, 37, 39, 67, 82

Advantages – 68

Alumni – 90

Annual report – 84, 85

Anthropology - 6, 15, 17, 43, 72, 75, 93

Archaeology - 23, 50, 72, 75

Artes Liberales – 15

Arts - 33, 34, 36, 37, 44, 52, 76, 89, 90

Assessment -47,65

Assessment system - 59, 62, 84, 89

Auditoriums/lecture halls/labs – 12, 21, 23, 24,27, 31, 33, 34, 36, 39, 53, 82

Aula - 39, 65, 72, 79

Biomedical sciences - 30, 31, 72

Bulgarian Center for Human Relations – 67

Business – 5, 6, 11, 14, 29, 30, 34, 46, 49, 50, 51, 56, 57, 61, 62, 66, 73

Career center - 52

Catalogue - 44, 54, 65, 82

Center for Social Practices - 68, 93

Chairman of the Board of Trustees – 5, 6, 16, 48, 72, 73, 99

Choice - 4, 14, 16, 26, 38, 43, 44, 47, 52, 58, 88, 94, 96, 97

Cinema club - 14, 34, 52, 80

Cognitive science and psychology -6, 13, 17, 24, 39, 63, 72, 93

Community - 2, 14, 16, 17, 22, 49, 67

Conferences - 18, 22, 27, 32

Creativity - 62

Credits - 39, 43, 44, 45, 73

Departments - 12-39, 62, 72

Distance learning - 6, 29, 30, 46

Diversity – 4, 60, 95, 96, 97

Doctors Honoris Causa – 6

Earth sciences – 30, 72, 75

Economics - 29, 30, 43, 51, 72, 73

Egyptology – 7, 15, 19, 20, 33, 78

e-student - 65

Europe – 13, 18, 19, 20, 29, 32, 39, 40, 48, 56, 59, 67, 73, 76, 77, 93

Excavations - 24, 59, 75

Field studies - 16, 51, 75

Fine arts, design, architecture – 34, 53, 72

Foreign Languages and Cultures – 33

Francophones - 26, 76

Freedom - 2, 4, 9, 14, 16, 27, 32, 38, 59, 60, 72, 88, 91, 94, 95, 96, 97, 99

Funds - 48

Gallery - 52

General education courses - 16, 22, 36, 43, 45, 70

Gowns - 4

GSET - 47

History/History of culture/History of NBU – 2, 13, 22, 23,24, 26, 28, 47, 62, 72, 74, 75, 82, 97, 98, 99

Honorary Professors - 7

Individual programs - 43, 45

Informatics and computer technologies – 17, 20, 21, 24, 32, 35, 37, 44, 43,

53, 66, 72, 95

Integration - 23, 77

Interdisciplinarity – 24, 43, 44, 90

Internship - 50, 52, 54, 62

Language and literature - 32, 37

Law - 27, 51, 72

Lectures - 39, 65, 72, 79

Library – 69, 79, 82, 84, 89

Life-long learning – 46, 78, 89

Logo - 4

Major and minor – 45

Management - 28, 29, 30, 50, 51, 77, 78

Management - 5

Mass communications - 25, 39, 62, 72, 93

Master classes - 14, 39, 46

Mediterranean and Eastern Studies – 19, 72, 75

Mission – 2, 5, 15, 19, 20, 31, 90

Mobility – 43, 44, 45, 46, 76, 85, 90

Modules - 26, 33, 44, 45, 46, 64

Motto - 4, 60, 80, 95

Music - 13, 35, 40, 53

Partners - 76, 85

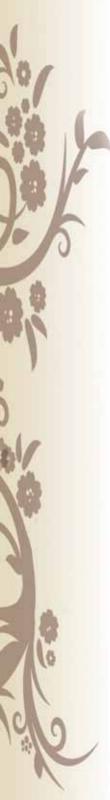
Performances - 70

Philosophy and Sociology – 32

Political sciences – 15, 26, 47, 49, 50, 72, 77, 78

Practice - 48, 49, 50, 57, 62, 72, 73, 74, 90

Practice-oriented teaching - 39, 49



Priorities – 89

Projects - 13, 14, 22, 31, 32, 36, 37, 39, 41, 48, 51, 52, 54, 56, 62, 66,

68, 70, 85, 86, 90

Public Administration – 28, 29, 72

Public image of NBU – 85, 90

Publications/books/periodicals/seriels - 4, 11, 16, 19, 22, 23, 27, 41, 59,

62, 63, 73, 74, 77, 79, 87, 93, 98, 99

Research - 16, 37, 53, 62, 66, 72, 78, 82, 84, 90

Robots - 15, 17, 63, 93

Scholarships - 54, 66

School of Management - 51

Schools - 39

Seminars - 16, 19, 23, 24, 27, 43, 72, 73, 74, 75

Semiotics - 18, 39, 59, 72, 93

Society − *5*, *25*

Sport - 44, 64

Students - 11, 25, 35, 44, 45, 46, 47, 50, 52, 53, 54, 56, 59, 62, 63,

65, 76, 87, 90, 93

Technologies - 20, 39, 44, 64, 78

Telecommunication – 9, 21, 51, 54

Theater - 36, 51, 53

Tolerance - 66, 67, 68, 97

Traveling seminars – 23, 75

Trustees - 5, 11, 22

Tuition fees - 78

University - 2, 15, 43, 48, 62, 64, 66, 70, 75, 77, 79, 84, 89, 97, 98, 99

University Diary - 11, 36, 74, 98

Values - 2, 91, 97

Virtual education - 46, 65

Vision - 57, 90

Visual arts – 11, 33, 37, 73

What NBU students should know? - 44

www - 5, 41, 64, 65