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EXPECTATIONS AND ATTITUDES OF FIRST YEAR STUDENTS TOWARDS THE CHARACTERISTICS AND RESULTS OF THE LEARNING PROCESS³⁸

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Abstract: *The educational process in an academic environment is a compound complex of interactions, components and stages, implemented with the participation of both its consumers, i.e. the students, as well as the institutions mediating the process - higher education institutions. In this context, achieving high quality of the process and its results depends equally strongly on the involvement, contribution and level of performance of the parties involved. This report presents the methodology and results of an empirical study among first-year students from the most numerous program in the Faculty of Business and Management, and one of the largest in general at the University of Ruse - program Business Management, BSc. The research was carried out experimentally during a consultation with all students of the specified program by applying a qualitative type of research toolkit and examines the following components: personal positive expectations (this YES), personal negative expectations (this NO), team decisions on student characteristics, characteristics of teachers and characteristics of the process (i.e. training). The results help to form an adequate and realistic point of view in the adaptation and improvement of the educational environment, the educational process, the skills and qualities of the academic lecturers. The key advantage being the preliminary study of the attitudes and expectations of the students, who are subsequently also users of the educational product.*

Keywords: *Consumer Attitudes, Educational Product, Higher Education Institutions, Quality of Education*

JEL Codes: *M1, M31*

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