

**Varna University of Management**  
**PROGRAMME CURRICULUM**  
**BA (Hons) INTERNATIONAL BUSINESS AND MANAGEMENT**  
**Full-time 4 years**

**3.7 Administration and management**

Language of instruction: English / Bulgarian

№	Code	Module / Subject	Contact hours			Student centred learning	Total hours of study	ECTS	
			Lectures	Seminars, PBL / CBL	Practice				Total
<b>YEAR ONE</b>									
<b>Semester 1</b>									
<b>Compulsory modules</b>									
	ECON	Economics	30	60		90	160	250	10
	ACC	Accounting	15	45		60	65	125	5
	BUSCOM	Business communications		60		60	65	125	5
	MAN	Management	15	45		60	65	125	5
	LAN11	English		45		45	105	150	5
	SPORTS	Sports		30		30		30	
<b>Total for Semester 1</b>			<b>60</b>	<b>285</b>	<b>0</b>	<b>345</b>	<b>460</b>	<b>805</b>	<b>30</b>
<b>Semester 2</b>									
<b>Compulsory modules</b>									
	RMS	Research and statistics	15	45		60	65	125	5
	INFT	Information technologies	15	30		45	80	125	5
	MARBUSENV	Marketing and business environment	30	45		75	175	250	10
	FIN	Finance	15	45		60	65	125	5
	LAN21	Second foreign language		45		45	105	150	5
	SPORTS	Sports		30		30		30	
<b>Total for Semester 2</b>			<b>75</b>	<b>240</b>	<b>0</b>	<b>315</b>	<b>490</b>	<b>805</b>	<b>30</b>
<b>TOTAL for YEAR ONE</b>			<b>135</b>	<b>525</b>	<b>0</b>	<b>660</b>	<b>950</b>	<b>1610</b>	<b>60</b>
<b>YEARTWO</b>									
<b>Semester 3</b>									
<b>Compulsory modules</b>									
	HRM	Human Resource Management	15	45		60	65	125	5
	ORGBHV	Organisational Behaviour	30	60		90	160	250	10
	MARRES	Marketing Research	15	45		60	65	125	5
	LAN12	English		45		45	105	150	5
	SPORTS	Sports		30		30		30	
<b>Elective modules (1 out of 3)</b>									
	EMPL	Employability	15	45		60	65	125	5
	BUSOP	Business Planning	15	45		60	65	125	5
	FUNDLAW	Fundamentals of Commercial Law	15	45		60	65	125	5
<b>Total for Semester 3</b>			<b>75</b>	<b>270</b>	<b>0</b>	<b>345</b>	<b>460</b>	<b>805</b>	<b>30</b>
<b>Semester 4</b>									
<b>Compulsory modules</b>									
	ENTPRJ	Entrepreneurship and project management	15	45		60	65	125	5
	MANACC	Managerial accounting	15	45		60	65	125	5
	LAN22	Second foreign language		45		45	105	150	5
	WRK1	Work experience 1			60	60	190	250	10
	SPORTS	Sports		30		30		30	
<b>Elective modules (1 out of 4)</b>									
	MARCOM	Marketing Communications	15	45		60	65	125	5
	CRPRES	Corporate Social Responsibility	15	45		60	65	125	5
	SCLNT	Social Entrepreneurship	15	45		60	65	125	5
	SUSTDEV	Sustainable Development	15	45		60	65	125	5
<b>Total for Semester 4</b>			<b>45</b>	<b>210</b>	<b>60</b>	<b>315</b>	<b>490</b>	<b>805</b>	<b>30</b>
<b>TOTAL for YEAR TWO</b>			<b>120</b>	<b>480</b>	<b>60</b>	<b>660</b>	<b>950</b>	<b>1610</b>	<b>60</b>

YEAR THREE								
Semester 5								
<b>Compulsory modules</b>								
IAB	Intercultural Awareness for Business	30	60		90	160	250	10
LAN13	English		45		45	105	150	5
LAN23	Second foreign language		45		45	105	150	5
SPORTS	Sports		30		30		30	
<b>Elective modules (1 out of 4)</b>								
MKTSEGM	Market Segmentation and Product Positioning	30	60		90	160	250	10
BBCLT	Buyer Behaviour	30	60		90	160	250	10
GTHEORY	Game Theory	30	60		90	160	250	10
DIGMAR	Digital Marketing							
<b>Total for Semester 5</b>		<b>60</b>	<b>240</b>	<b>0</b>	<b>300</b>	<b>530</b>	<b>830</b>	<b>30</b>
Semester 6								
<b>Compulsory modules</b>								
CHGLEAD	Leadership and Change Management	30	60		90	160	250	10
WRK2	Work experience 2			60	60	190	250	10
SPORTS	Sports		30		30		30	
<b>Elective modules (1 out of 4)</b>								
FINMANPRJ	Financial Project Management	30	60		90	160	250	10
MKTTREND	Global Market Trends	30	60		90	160	250	10
STRATMAN	Strategic Management	30	60		90	160	250	10
REVMAN	Revenue Management	30	60		90	160	250	10
<b>Total for Semester 5</b>		<b>60</b>	<b>150</b>	<b>60</b>	<b>270</b>	<b>510</b>	<b>780</b>	<b>30</b>
<b>TOTAL for YEAR THREE</b>		<b>120</b>	<b>390</b>	<b>60</b>	<b>570</b>	<b>1040</b>	<b>1610</b>	<b>60</b>
YEAR FOUR								
Semester 7								
<b>Compulsory modules</b>								
IBM	International business management	30	60		90	160	250	10
IBCD	International business and cultural diversity	30	60		90	160	250	10
LAN14	English		60		60	240	300	10
<b>Total for Semester 7</b>		<b>60</b>	<b>180</b>	<b>0</b>	<b>240</b>	<b>560</b>	<b>800</b>	<b>30</b>
Semester 8								
<b>Compulsory modules</b>								
LAN24	Second foreign language		60		60	240	300	10
DIP_PB	Diploma project **					250	250	10
DIPSEM_PB	Diploma seminar		60		60		60	
SPORTS	Sports		30		30		30	
<b>Elective modules (1 out of 3)</b>								
INVMAN	Investment management	30	60		90	160	250	10
IGM	International and global marketing	30	60		90	160	250	10
BUSETHIC	International business ethics	30	60		90	160	250	10
<b>Total for Semester 8</b>		<b>30</b>	<b>210</b>	<b>0</b>	<b>240</b>	<b>650</b>	<b>890</b>	<b>30</b>
<b>TOTAL for YEAR FOUR</b>		<b>90</b>	<b>390</b>	<b>0</b>	<b>480</b>	<b>1210</b>	<b>1690</b>	<b>60</b>
<b>TOTAL FOR THE FULL PERIOD OF EDUCATION</b>		<b>465</b>	<b>1785</b>	<b>120</b>	<b>2370</b>	<b>4150</b>	<b>6520</b>	<b>240</b>

\*\* Students choose 1 out of 2 options:

*Dissertation*

*Enterprise project*