

Varna University of Management
PROGRAMME CURRICULUM
MASTER OF BUSINESS ADMINISTRATION
Full-time
4 semesters

3.7 Administration and management

Language of instruction: Bulgarian / English

№	Code	Module	Contact hours				Student centered learning	Total hours	ECTS
			Lectures	Exercises, PBL / CBL	Practice	Total			
1	2	3	4	5	6	7	9	10	
Semester 1									
Compulsory modules									
1	MPO	People & Organizations	45	60		105	145	250	10
2	MADM	Accounting for Decision Makers	45	60		105	145	250	10
3	MMGC	Marketing in a Global Context	45	60		105	145	250	10
Total			135	180	0	315	435	750	30
Semester 2									
Compulsory modules									
4	MSTRATMAN	Strategic Management	45	60	0	105	145	250	10
5	MFINMAN	Financial Management	45	60	0	105	145	250	10
6	MBBRM	Understanding the Behavioural Elements of Marketing: Knowing Your Consumer	45	60	0	105	145	250	10
Total			135	180	0	315	435	750	30
Semester 3									
Elective modules 3 out of 9									
7.1	MLEADMAN	Leadership and Change Management	45	60		105	145	250	10
8.2	MBRANDMAN	Brand Management	45	60		105	145	250	10
9.3	MINNMAN	Innovation Management	45	60		105	145	250	10
	MPRJMAN	Project Management	45	60		105	145	250	10
	MREVMAN	Revenue Management	45	60		105	145	250	10
	MRM	Research Methods	45	60		105	145	250	10
	MCHGMAN	Change management	45	60		105	145	250	10
	MRISKMAN	Risk Management	45	60		105	145	250	10
	MDIGMAR	Digital Marketing							
Total			135	180	0	315	435	750	30
Semester 4									
Compulsory modules									
10	ETHM	Ethical Research Issues	15	45		60	65	125	5
11.4	DIP_M	Final Project**					375	375	15
Elective modules 1 out of 2									
12.5	MOPMAN	Operations management	45	60		105	145	250	10
	MPBLFIN	Public Finance	45	60		105	145	250	10
Total			60	105	0	165	585	750	30
Total for the four semesters			465	645		1110	1890	3000	120

** Elective modules 1 out of 2

Dissertation

Enterprise project