

Varna University of Management
PROGRAMME CURRICULUM
BA (Hons) INTERNATIONAL HOSPITALITY MANAGEMENT / Хотелски мениджмънт
Full-time 4 years

3.9 Tourism

Language of instruction: English

№	Code	Module / Subject	Contact hours				Student centred learning	Total hours of study	ECTS
			Lectures	Seminars, PBL / CBL	Practice	Total			
YEAR ONE									
Semester 1									
Compulsory modules									
	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	
Total for Semester 1			60	285	0	345	460	805	30
Semester 2									
Compulsory modules									
	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	
Total for Semester 2			75	240	0	315	490	805	30
TOTAL for YEAR ONE			135	525	0	660	950	1610	60
YEARTWO									
Semester 3									
Compulsory modules									
	HRM	Human Resource Management	15	45		60	65	125	5
	IHT	Introduction to hospitality and tourism	30	60		90	160	250	10
	HOMAN	Hotel Operations Management	15	45		60	65	125	5
	LAN12	English		45		45	105	150	5
	SPORTS	Sports		30		30		30	
Elective modules (1 out of 4)									
	ERTOUR	Eco and rural tourism	15	15	15	45	80	125	5
	SWTOUR	Spa and wellness tourism	15	15	15	45	80	125	5
	FBOP	F&B Operations	15	15	15	45	80	125	5
	CULTTOUR	Cultural tourism	15	15	15	45	80	125	5
Total for Semester 3			75	240	15	330	475	805	30
Semester 4									
Compulsory modules									
	ENTPRJ	Entrepreneurship and project management	15	45		60	65	125	5
	HOTPR	Hotel practice			45	45	80	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	
Elective modules (1 out of 3)									
	TOURTECH	Technologies in tourism and hospitality	15	30		45	80	125	5
	CRPRESP	Corporate Social Responsibility	15	30		45	80	125	5
	SCLNT	Social Entrepreneurship	15	30		45	80	125	5
Total for Semester 4			30	150	105	285	520	805	30
TOTAL for YEAR TWO			105	390	120	615	995	1610	60

YEARTHREE									
Semester 5									
Compulsory modules									
DIGMARH	Digital Marketing in THE Industries	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		
Elective modules (1 out of 2)									
FINMANH	Sustainability in THE Industries	30	60		90	160	250	10	
RISKMANH	Crisis and Risk Management in the THE Industries	30	60		90	160	250	10	
Total for Semester 5		60	240	0	300	530	830	30	
Semester 6									
Compulsory modules									
TOURINTERM	Tourism Intermediaries	15	45		60	65	125	5	
HOTCHMAN	Hotel chain management	15	30		45	80	125	5	
WRK2	Work experience 2			60	60	190	250	10	
SPORTS	Sports		30		30		30		
Elective modules (1 out of 2)									
REVMANH	Hotel revenue management	30	60		90	160	250	10	
BBCULTH	Buyer behaviour in the multicultural context in THE Industries	30	60		90	160	250	10	
Total for Semester 6		60	165	60	285	495	780	30	
TOTAL for YEAR THREE		120	405	60	585	1025	1610	60	
YEAR FOUR									
Semester 7									
Compulsory modules									
LAN14	English		45		45	105	150	5	
STRATMANH	Strategic management in the hospitality	30	60		90	160	250	10	
FBMAN	International F&B management	30	60		90	160	250	10	
SPORTS	Sports		30		30		30		
Elective modules (1 out of 2)									
HTBRAND	Branding in THE industries	15	30		45	80	125	5	
TOURECOM	E-commerce in the tourism	15	30		45	80	125	5	
Total for Semester 7		75	225	0	300	505	805	30	
Semester 8									
Compulsory modules									
LAN24	Second foreign language		45		45	105	150	5	
CECE	Conferences, exhibitions and corporate events	30	60		90	160	250	10	
DIP_PB	Diploma project **					250	250	10	
DIPSEM_PB	Diploma seminar		60		60		60		
SPORTS	Sports		30		30		30		
Elective modules (1 out of 2)									
EMPL	Employability	15	30		45	80	125	5	
CORPFINH	Corporate finance in THE industries	15	30		45	80	125	5	
Total for Semester 8		45	225	0	270	595	865	30	
TOTAL for YEAR FOUR		120	450	0	570	1100	1670	60	
TOTAL FOR THE FULL PERIOD OF EDUCATION		480	1770	180	2430	4070	6500	240	

** Students choose 1 out of 2 options:

Dissertation

Enterprise project