

Varna University of Management
PROGRAMME CURRICULUM
Master in International Tourism
4 semesters full-time

3.9 Tourism

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	8	9	10
semester 1									
Compulsory modules									
1	MMPMAC	Managing People and Markets across Cultures	45	60		105	145	250	10
2	MTHEIC	Tourism, Hospitality and Event Industries in context	45	60		105	145	250	10
Elective modules 1 out of 2									
3.1	MRISKMANT	Risk Management in the Tourism	45	60		105	145	250	10
	MINDPRJMAN	Industry Project Management	45	60		105	145	250	10
Total			135	180	0	315	435	750	30
semester 2									
Compulsory modules									
4	MEHTL	Exploring Hospitality and Tourism Landscapes	45	30	30	105	145	250	10
5	MINT	Internship	15	45	60	120	130	250	10
6	MRM	Research methods	45	60		105	145	250	10
Total			105	135	90	330	420	750	30
semester 3									
Elective modules 3 out of 9									
7.2	MBBCULTT	Understanding the Behavioural Elements of Marketing: Knowing Your Consumer	45	60		105	145	250	10
8.3	MREVMANT	Revenue Management	45	60		105	145	250	10
9.4	MDIGMART	Digital Marketing in the Tourism Industry	45	60		105	145	250	10
	MFINMANT	Management of Finance in THE Industries	45	60		105	145	250	10
	MMKTSEGMT	Market Segmentation and Positioning the Tourism	45	60		105	145	250	10
	MINNMANT	Innovation Management in the Tourism	45	60		105	145	250	10
	MLCHGMANT	Leadership and Change Management	45	60		105	145	250	10
	MADM	Accounting for Decision Makers	45	60		105	145	250	10
	MOPMAN	Operations Management	45	60		105	145	250	10
Total			135	180	0	315	435	750	30
semester 4									
Compulsory modules									
10.5	DIP_M	Final Project *					375	375	15
11	ETHM	Ethical Research Issues	15	45		60	65	125	5
12	MACADENG	English for Academic Writing	15	45		60	190	250	10
Total			30	90	0	120	630	750	30
Total for the four semesters			405	585	90	1080	1920	3000	120

* Elective modules 1 out of 2

Dissertation

Enterprise project