



Varna University of Management
PROGRAMME CURRICULUM
BA (Hons) INTERNATIONAL BUSINESS AND MANAGEMENT
EQD "Professional Bachelor"
Full-time 3 years

Field of Education: 3. Social and Economics Sciences and Law

Professional Field: 3.7 Administration and Management

Management

Duration of Study: 3 years

Language of Instruction: English / Bulgarian

Education Franchise: Cardiff Metropolitan University

№	Code	Module / Subject	Contact hours				Student Centred Learning	Total Hours of Study	ECTS
			Lectures	Seminars, PBL / CBL	Practice	Total			
Year One									
First Semester									
Compulsory modules									
1	BM3_25_01	Economics	30	45		75	175	250	10
2	BM3_25_02	Accounting	15	45		60	65	125	5
3	BM3_25_03	Business Communications		60		60	65	125	5
4	BM3_25_04	Management	15	45		60	65	125	5
5	BM3_25_05	English		45		45	105	150	5
6	SPORTS	Sports		30		30		30	
Total			60	270	0	330	475	805	30
Second Semester									
Compulsory modules									
7	BM3_25_06	Research and Statistics	15	45		60	65	125	5
8	BM3_25_07	Information Technologies	15	30		45	80	125	5
9	BM3_25_08	Marketing and Business Environment	30	45		75	175	250	10
10	BM3_25_09	Finance	15	45		60	65	125	5
11	BM3_25_10	Second Foreign Language		45		45	105	150	5
	SPORTS	Sports		30		30		30	
Total			75	240	0	315	490	805	30
Summer Internship I									
Compulsory modules									
12	BM3_25_11	Summer Internship I			60	60	190	250	10
Total			0	0	60	60	190	250	10
Year Two									
Third Semester									
Compulsory modules									
13	BM3_25_12	Human Resource Management	15	45		60	65	125	5
14	BM3_25_13	Organisational Behaviour	15	45		60	65	125	5
15	BM3_25_14	Project Management	15	45		60	65	125	5
16	BM3_25_15	Business Operations Planning	15	45		60	65	125	5
17	BM3_25_16	English		45		45	105	150	5
	SPORTS	Sports		30		30		30	
Elective modules (1 out of 3)									
18.1	BM3_25_17	Revenue Management	15	45		60	65	125	5
	BM3_25_18	Marketing Research	15	45		60	65	125	5
	BM3_25_19	Fundamentals of Commercial Law	15	45		60	65	125	5
Total			60	255	0	315	365	680	30
Fourth Semester									
Compulsory modules									
19	BM3_25_20	Entrepreneurship	15	45		60	65	125	5
20	BM3_25_21	Intercultural Awareness for Business	15	45		60	65	125	5
21	BM3_25_22	Corporate Social Responsibility	15	45		60	65	125	5
22	BM3_25_23	Risk Management	15	45		60	65	125	5
23	BM3_25_24	Second Foreign Language		45		45	105	150	5
	SPORTS	Sports		30		30		30	
Elective modules (1 out of 4)									
24.2	BM3_25_25	Marketing Communications	15	45		60	65	125	5
	BM3_25_26	Managerial Accounting	15	45		60	65	125	5
	BM3_25_27	Social Entrepreneurship	15	45		60	65	125	5
	BM3_25_28	Sustainable Development	15	45		60	65	125	5
Total			60	255	0	315	365	680	30
Summer Internship II									
Compulsory modules									
25	BM3_25_29	Summer Internship II			60	60	190	250	10
Total			0	0	60	60	190	250	10
Year Three									
Fifth Semester									
Compulsory modules									
26	BM3_25_30	Operationalising Strategy	30	60		90	160	250	10
27	BM3_25_31	Leadership in Practice	30	60		90	160	250	10
28	BM3_25_32	English		60		60	240	300	10
	SPORTS	Sports		30		30		30	
Total			60	210		270	560	830	30
Sixth Semester									
Compulsory modules									
29	BM3_25_33	Contemporary Issues in Innovation and Entrepreneurship	30	60		90	160	250	10
30	BM3_25_34	Diploma Project **					250	250	10
31	BM3_25_35	Diploma Seminar		60		60		60	
	SPORTS	Sports		30		30		30	
Elective modules (1 out of 3)									
32.3	BM3_25_36	Investment Management	30	60		90	160	250	10
	BM3_25_37	International and Global Marketing	30	60		90	160	250	10
	BM3_25_38	International Business Ethics	30	60		90	160	250	10
Total			60	210		270	570	840	30
Total for the Three Years			375	1440	120	1935	3205	5140	200

** Students choose 1 out of 2 options:

Dissertation

Enterprise Project

Additional information:

Graduates of the Business and Management Professional Bachelor's degree program have the opportunity to work in all areas of business, both in Bulgaria and abroad, including in the representative offices of foreign companies and joint ventures, international governmental and non-governmental organizations, and in private businesses. The program is designed for economists and managers seeking employment in multinational corporations, foreign trade, international marketing agencies, international banking, international transport and logistics, etc. Graduates of this program can occupy positions as specialists and middle-level managers in commercial companies, planning, organizing and coordinating financial, administrative and human resources, policy and planning units, dealing with advertising and public relations, sales and marketing in companies and organizations, customer service, etc.