



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

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 | BM4_25_01 | Economics | 30 | 45 | | 75 | 175 | 250 | 10 |
| 2 | BM4_25_02 | Accounting | 15 | 45 | | 60 | 65 | 125 | 5 |
| 3 | BM4_25_03 | Business Communications | | 60 | | 60 | 65 | 125 | 5 |
| 4 | BM4_25_04 | Management | 15 | 45 | | 60 | 65 | 125 | 5 |
| 5 | BM4_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 | BM4_25_06 | Research and Statistics | 15 | 45 | | 60 | 65 | 125 | 5 |
| 8 | BM4_25_07 | Information Technologies | 15 | 30 | | 45 | 80 | 125 | 5 |
| 9 | BM4_25_08 | Marketing and Business Environment | 30 | 45 | | 75 | 175 | 250 | 10 |
| 10 | BM4_25_09 | Finance | 15 | 45 | | 60 | 65 | 125 | 5 |
| 11 | BM4_25_10 | Second Foreign Language | | 45 | | 45 | 105 | 150 | 5 |
| | SPORTS | Sports | | 30 | | 30 | | 30 | |
| Total | | | 75 | 240 | 0 | 315 | 490 | 805 | 30 |
| Total for Year One | | | 135 | 510 | 0 | 645 | 965 | 1610 | 60 |
| Work Experience I | | | | | | | | | |
| Compulsory modules | | | | | | | | | |
| 12 | BM4_25_11 | Work Experience I | | | 60 | 60 | 190 | 250 | 10 |
| Total | | | 0 | 0 | 60 | 60 | 190 | 250 | 10 |
| Year Two | | | | | | | | | |
| Third Semester | | | | | | | | | |
| Compulsory modules | | | | | | | | | |
| 13 | BM4_25_12 | Human Resource Management | 15 | 45 | | 60 | 65 | 125 | 5 |
| 14 | BM4_25_13 | Organisational Behaviour | 15 | 45 | | 60 | 65 | 125 | 5 |
| 15 | BM4_25_14 | Project Management | 15 | 45 | | 60 | 65 | 125 | 5 |
| 16 | BM4_25_15 | Business Operations Planning | 15 | 45 | | 60 | 65 | 125 | 5 |
| 17 | BM4_25_16 | English | | 45 | | 45 | 105 | 150 | 5 |
| | SPORTS | Sports | | 30 | | 30 | | 30 | |
| Elective modules (1 out of 3) | | | | | | | | | |
| 18.1 | BM4_25_17 | Revenue Management | 15 | 45 | | 60 | 65 | 125 | 5 |
| | BM4_25_18 | Marketing Research | | | | 60 | 190 | 250 | 5 |
| | BM4_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 | BM4_25_20 | Entrepreneurship | 15 | 45 | | 60 | 65 | 125 | 5 |
| 20 | BM4_25_21 | Intercultural Awareness for Business | 15 | 45 | | 60 | 65 | 125 | 5 |
| 21 | BM4_25_22 | Corporate Social Responsibility | 15 | 45 | | 60 | 65 | 125 | 5 |
| 22 | BM4_25_23 | Risk Management | 15 | 45 | | 60 | 65 | 125 | 5 |
| 23 | BM4_25_24 | Second Foreign Language | | 45 | | 45 | 105 | 150 | 5 |
| | SPORTS | Sports | | 30 | | 30 | | 30 | |
| Elective modules (1 out of 4) | | | | | | | | | |
| 24.2 | BM4_25_25 | Marketing Communications | 15 | 45 | | 60 | 65 | 125 | 5 |
| | BM4_25_26 | International Business Management | 15 | 45 | | 60 | 65 | 125 | 5 |
| | BM4_25_27 | Social Entrepreneurship | 15 | 45 | | 60 | 65 | 125 | 5 |
| | BM4_25_28 | Sustainable Development | 15 | 45 | | 60 | 65 | 125 | 5 |
| Total | | | 60 | 255 | 0 | 315 | 365 | 680 | 30 |
| Total for Year Two | | | 120 | 510 | 0 | 630 | 730 | 1360 | 60 |
| Year Three | | | | | | | | | |
| Fifth Semester | | | | | | | | | |
| Compulsory modules | | | | | | | | | |
| 25 | BM4_25_29 | Operationalising Strategy | 30 | 60 | | 90 | 160 | 250 | 10 |
| 26 | BM4_25_30 | Leadership in Practice | 30 | 60 | | 90 | 160 | 250 | 10 |
| 27 | BM4_25_31 | English | | 60 | | 60 | 240 | 300 | 10 |
| | SPORTS | Sports | | 30 | | 30 | | 30 | |
| Total | | | 60 | 210 | 0 | 270 | 560 | 830 | 30 |
| Sixth Semester | | | | | | | | | |
| Compulsory modules | | | | | | | | | |
| 28 | BM4_25_32 | Contemporary Issues in Innovation and Entrepreneurship | 30 | 60 | | 90 | 160 | 250 | 10 |
| 29 | BM4_25_33 | Spanish | | 60 | | 60 | 240 | 300 | 10 |
| | SPORTS | Sports | | 30 | | 30 | | 30 | |
| Elective modules (1 out of 3) | | | | | | | | | |
| 30.3 | BM4_25_34 | Investment Management | 30 | 60 | | 90 | 160 | 250 | 10 |
| | BM4_25_35 | International and Global Marketing | 30 | 60 | | 90 | 160 | 250 | 10 |
| | BM4_25_36 | International Business Ethics | 30 | 60 | | 90 | 160 | 250 | 10 |
| Total | | | 60 | 210 | 0 | 270 | 560 | 830 | 30 |
| Total for Year Three | | | 120 | 420 | 0 | 540 | 1120 | 1660 | 60 |
| Year Four | | | | | | | | | |
| Seventh Semester | | | | | | | | | |
| Compulsory modules | | | | | | | | | |
| 31 | BM4_25_37 | International Business and Cultural Diversity | 30 | 60 | | 90 | 160 | 250 | 10 |
| 32 | BM4_25_38 | English | | 45 | | 45 | 105 | 150 | 5 |
| 33 | BM4_25_39 | Managerial Accounting | | 45 | | 45 | 105 | 150 | 5 |
| | SPORTS | Sports | | 30 | | 30 | | 30 | |
| Elective modules (1 out of 4) | | | | | | | | | |
| 34.4 | BM4_25_40 | Employability | 30 | 60 | | 90 | 160 | 250 | 10 |
| | BM4_25_41 | Financial Project Management | 30 | 60 | | 90 | 160 | 250 | 10 |
| | BM4_25_42 | Game Theory | 30 | 60 | | 90 | 160 | 250 | 10 |
| | BM4_25_43 | Digital Marketing | 30 | 60 | | 90 | 160 | 250 | 10 |
| Total | | | 60 | 240 | 0 | 300 | 530 | 830 | 30 |
| Eight Semester | | | | | | | | | |
| Compulsory modules | | | | | | | | | |
| 35 | BM4_25_44 | Diploma Project ** | 30 | 60 | | 90 | 160 | 250 | 10 |
| 36 | BM4_25_45 | Diploma Seminar | | 60 | | 60 | | 60 | |
| | SPORTS | Sports | | 30 | | 30 | | 30 | |
| Elective modules (2 out of 4) | | | | | | | | | |
| 37.5 | BM4_25_46 | Global Market Trends | 30 | 60 | | 90 | 160 | 250 | 10 |
| 37.6 | BM4_25_47 | Consumer Behaviour | 30 | 60 | | 90 | 160 | 250 | 10 |
| | BM4_25_48 | Work experience 2 | | | 60 | 60 | 190 | 250 | 10 |
| | BM4_25_49 | Market Segmentation and Product Positioning | 30 | 60 | | 90 | 160 | 250 | 10 |
| Total | | | 60 | 210 | 60 | 330 | 510 | 840 | 30 |
| Total for Year Four | | | 120 | 450 | 60 | 630 | 1040 | 1670 | 60 |
| TOTAL FOR THE FULL PERIOD OF EDUCATION | | | 495 | 1890 | 120 | 2445 | 3855 | 6300 | 240 |

** Students choose 1 out of 2 options:

Dissertation

Enterprise Project

Additional information:

Graduates of the International Business and Management 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.