



**OFFICIAL REGULATIONS FOR THE  
"30 YEARS VUM" ANNIVERSARY CAMPAIGN**

*Consolidated version as amended and supplemented on 24 March 2026*

**1. General information**

**Name of the campaign:** "30 Years VUM"

**Organiser:** Varna University of Management

**Purpose:** Celebrating the 30th anniversary of VUM by providing preferential financial conditions to students who graduated from VUM and continue their studies at VUM in the "Business Administration" and "International Tourism" postgraduate programmes delivered in English.

**Campaign period:** The campaign applies to candidates who enroll for studies in the academic year 2026/2027 – September and February intakes, and enters into force from the date of approval of these regulations.

**2. Eligibility criteria**

The right to participate in the campaign and to benefit from the preferential conditions is granted to candidates who simultaneously meet the following requirements:

- 2.1 They have successfully completed an educational qualification degree at VUM. For the purposes of the campaign, individuals in their final year of study shall also be considered eligible, provided that, at the time of enrolment, they have fulfilled all requirements for graduation.
- 2.2 There is no restriction regarding the year of completion of the educational qualification degree, provided that the candidates meet all requirements of these regulations.
- 2.3 They apply for and enroll in one of the specified Master's programmes within the September or February intake for the 2026/2027 academic year;
- 2.4 They meet all general requirements for admission and enrolment in a Master's degree programme, including the requirements for enrolment in collaborative educational programmes with Cardiff Metropolitan University, if applying for such programmes.
- 2.5 The granting of the discount is conditional upon the successful completion of all admission procedures.

**3. Procedure for participation**

- 3.1 Candidates wishing to take advantage of the conditions of the "30 Years VUM" campaign must contact the Admissions Department of VUM and declare their intention to participate in the campaign when applying for admission.
- 3.2 For the purposes of verifying eligibility, candidates shall provide:
  - a copy of a diploma certifying completion of an educational qualification degree at VUM; or
  - in the case of candidates in their final year of study – a student number and the name of the programme to be successfully completed in 2026.
- 3.3 Candidates are required to meet the applicable language requirements set out in the VUM admission rules, as follows:
  - 3.3.1. Candidates who have completed programmes taught in Bulgarian must submit a valid English language proficiency certificate or sit an English language admission test;
  - 3.3.2. Candidates who have completed programmes taught in English may be exempt from providing additional proof of language proficiency.

3.3.3. Regardless of whether the candidate falls under item 3.3.1 or 3.3.2, where an unsatisfactorily low result is obtained in the motivation interview during the admission process, the Admissions Department may require the candidate to sit an English language admission test.

3.4 For candidates who do not meet the minimum language requirements for enrolment in an English-taught Master's programme, VUM may offer a preparatory English language course.

3.4.1 Within the framework of the "30 Years VUM" campaign, a discount of **30% (thirty per cent)** of the course fee shall apply to the preparatory English language course, under conditions and procedures determined by VUM.

3.4.2 Participation in the preparatory English language course does not automatically guarantee enrolment in a Master's programme and does not waive the requirement to meet the minimum level of language proficiency set out in the admission rules.

3.5 Failure to provide information, or the provision of incomplete or inaccurate information, may result in refusal to participate in the campaign.

#### **4. Financial parameters of the discount**

4.1 Within the "30 Years VUM" campaign, a discount of 30% (thirty per cent) of the semester tuition fee shall be granted and deducted from the amount payable in accordance with the approved VUM fee schedule.

4.2 The discount under item 4.1 shall apply to each semester for which a tuition fee is payable and shall be applied upon the initial payment of the relevant semester fee.

4.3 The amount of the discount shall be calculated solely as a percentage of the semester tuition fee. Other payable fees are not included in the calculation, including but not limited to:

- application fee;
- student status fee;
- fees payable to partner or validating institutions.

4.4 The discount may not be combined with other discounts, scholarships, campaigns or preferential conditions provided for in the VUM Regulations on Scholarships and Tuition Fees, unless this is explicitly provided for in another regulatory act or decision of a competent VUM authority.

4.4.1 The granting of a discount for the preparatory English language course shall not be considered a combination of discounts within the meaning of these regulations.

#### **5. Restrictions and ineligible cases**

5.1 Within the "30 Years VUM" campaign, the granted discount:

5.1.1 may not be deferred to subsequent academic years;

5.1.2 is not retained in the event of interruption of studies;

5.1.3 does not apply in cases of reinstatement, re-enrolment following interruption, or change of programme;

5.1.4 has no monetary equivalent and is non-refundable.

5.2 The right to benefit from the campaign discount is forfeited in the event of:

5.2.1 failure to enrol within the relevant intake period;

5.2.2 interruption of studies for any reason;

5.2.3 failure to comply with the established deadlines for payment of the fees due.

5.3 Restrictions arising from the regulatory framework

5.3.1 The "30 Years VUM" campaign does not apply to individuals who have completed the following programmes at VUM leading to the qualification of Professional Bachelor:

- "International Business and Management", professional field of Economics;
- "Marketing and Management";
- "Software Systems and Technologies";
- "Pedagogy of Education in Hospitality";

- “Pedagogy of Education in Economics and Management”;
  - “Food Technologies in the Culinary Arts”.
- 5.3.2 The “30 Years VUM” campaign does not apply to individuals who have completed the following Master’s programmes at VUM:
- Master’s in Advertising and Brand Management;
  - Master’s in Fight against Corription and Conflict of Interest – Legal and Economic Aspects;
  - Master’s in Fight against Corription and Conflict of Interest – Legal and Managerial Aspects.
- 5.3.3 The inapplicability under items 5.3.1 and 5.3.2 is entirely due to binding regulatory restrictions arising from the Higher Education Act and subordinate legislation and does not constitute a limitation based on expediency or institutional policy of VUM.

## 6. Non-amendment of academic and administrative requirements

Participation in the campaign and the granting of a discount do not result in any change to:

- 6.1 academic requirements and conditions of study;
- 6.2 rules for continuous assessment and grading;
- 6.3 attendance requirements;
- 6.4 administrative deadlines;
- 6.5 terms and deadlines for payment of fees.


## 7. Final Provisions

### 7.1 Nature of the campaign

The “30 Years VUM” campaign is a temporary anniversary initiative, applied exclusively to the September and February intakes of the 2026/2027 academic year.

- 7.2 The conduct of the campaign does not create an obligation for the organiser to offer similar conditions in future intakes or academic years.
- 7.3 Participation in the campaign constitutes full acceptance of these regulations.
- 7.4 This campaign does not constitute a binding contract.
- 7.5 VUM reserves the right to amend, suspend or terminate the campaign in compliance with the applicable regulatory framework.
- 7.6 VUM shall not be liable for any direct or indirect damages arising from participation in the campaign or from its termination.
- 7.7 (New – 24 March 2026) These Regulations and the preferential terms and conditions provided herein shall apply solely to students enrolling in full-time mode of study.

Date: 24.03.2026

Approved by:   
 Assoc. Prof. Todor Radev  
 President of VUM

