

Varna University of Management
PROGRAMME CURRICULUM
BA (Hons) Hotel Management
4 years full-time

№	Code	Module / Subject	Contact hours				Student centred learning	Total hours of study	ECTS
			Lectur es	Semina rs, PBL / CBL	Practi ce	Total			
1	2	3	4	5	6	7	8	9	10
YEAR ONE									
Semester 1									
Compulsory modules									
1	IHHM4_24_01	Economics	30	60		90	160	250	10
2	IHHM4_24_02	Accounting	15	45		60	65	125	5
3	IHHM4_24_03	Business Communications		60		60	65	125	5
4	IHHM4_24_04	Management	15	45		60	65	125	5
5	IHHM4_24_05	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									
6	IHHM4_24_06	Research and Statistics	15	45		60	65	125	5
7	IHHM4_24_07	Information Technologies	15	30		45	80	125	5
8	IHHM4_24_08	Marketing and Business Environment	30	45		75	175	250	10
9	IHHM4_24_09	Finance	15	45		60	65	125	5
10	IHHM4_24_10	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
YEAR TWO									
Semester 3									
Compulsory modules									
11	IHHM4_24_11	Human Resource Management	15	45		60	65	125	5
12	IHHM4_24_12	Introduction to Hospitality and Tourism	15	45		60	65	125	5
13	IHHM4_24_13	Hotel Operations Management	15	45		60	65	125	5
14	IHHM4_24_14	English		45		45	105	150	5
15	IHHM4_24_15	Conferences, Exhibitions and Corporate Events	15	45		60	80	140	5
	SPORTS	Sports		30		30		30	
Elective modules (5 ECTS)									
16	IHHM4_24_16	Eco and Rural Tourism	15	15	15	45	80	125	5
	IHHM4_24_17	Spa and Wellness Tourism	15	15	15	45	80	125	5
	IHHM4_24_18	F&B Operations	15	15	15	45	80	125	5
	IHHM4_24_19	Cultural-historical Heritage Tourism	15	15	15	45	80	125	5
Total for Semester 3			75	270	15	360	460	820	30
Semester 4									
Compulsory modules									
17	IHHM4_24_20	Entrepreneurship and Project Management	15	45		60	65	125	5
18	IHHM4_24_21	Hotel Practice			60	60	80	140	5
19	IHHM4_24_22	Second Foreign Language		45		45	105	150	5
20	IHHM4_24_23	Work Experience 1			60	60	190	250	10
	SPORTS	Sports		30		30		30	
Elective modules (5 ECTS)									
21	IHHM4_24_24	Technologies in Travel, Tourism and Hospitality	15	30		45	80	125	5

	IHHM4_24_25	Hotel Chain Management	15	30		45	80	125	5
	IHHM4_24_26	Social Entrepreneurship	15	30		45	80	125	5
Total for Semester 4			30	150	120	300	520	820	30
TOTAL for YEAR TWO			105	420	135	660	980	1640	60
YEAR THREE									
Semester 5									
Compulsory modules									
22	IHHM4_24_27	English		45		45	105	150	5
23	IHHM4_24_28	Second Foreign Language		45		45	105	150	5
	SPORTS	Sports		30		30		30	
Elective modules - 2 out of 4 (20 ECTS)									
24	IHHM4_24_29	Sustainability in THE Industries	30	60		90	160	250	10
25	IHHM4_24_30	Crisis and Risk Management in the THE Industries	30	60		90	160	250	10
	IHHM4_24_31	Hotel Revenue Management	30	60		90	160	250	10
	IHHM4_24_32	Buyer Behaviour in the Multicultural Context in THE Industries	30	60		90	160	250	10
Total for Semester 5			60	240	0	300	530	830	30
Semester 6									
Compulsory modules									
26	IHHM4_24_33	Tourism Intermediaries	15	45		60	65	125	5
27	IHHM4_24_34	Corporate Social Responsibility	15	30		45	80	125	5
28	IHHM4_24_35	Work Experience 2			60	60	190	250	10
29	IHHM4_24_36	International F&B Management	30	60		90	160	250	10
	SPORTS	Sports		30		30		30	
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									
30	IHHM4_24_37	English		45		45	105	150	5
31	IHHM4_24_38	Second Foreign Language		45		45	105	150	5
32	IHHM4_24_39	Critical Hospitality	30	60		90	160	250	10
33	IHHM4_24_40	Strategic Leadership and Change Management	30	60		90	160	250	10
	SPORTS	Sports		30		30		30	
Total for Semester 7			60	210	0	300	530	800	30
Semester 8									
Compulsory modules									
34	IHHM4_24_41	Sustainable Hotel and Hospitality Management in a Changing World	30	60		90	160	250	10
35	IHHM4_24_42	Diploma Project **					250	250	10
	IHHM4_24_43	Diploma Seminar		60		60		60	
	SPORTS	Sports		30		30		30	
Elective modules (one module * 10 ECTS / two modules * 5 ECTS)									
36	IHHM4_24_44	Marketing Communications and the Digital Age	30	60		90	160	250	10
	IHHM4_24_45	Employability and Career Development	15	45		60	65	125	5
	IHHM4_24_46	Branding in THE Industries	15	45		60	65	125	5
Total for Semester 8			60	210	0	270	570	840	30
TOTAL for YEAR FOUR			120	420	0	570	1100	1640	60
TOTAL FOR THE FULL PERIOD OF EDUCATION			480	1770	195	2475	4055	6500	240

** Students choose 1 out of 2 options:

Dissertation

Enterprise project