

Varna University of Management
PROGRAMME CURRICULUM
BA (Hons) INTERNATIONAL HOSPITALITY MANAGEMENT

Full-time 3 years

Language of instruction: English/Bulgarian

Education Franchise: Cardiff Metropolitan University

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№	Code	Module / Subject	Contact Hours				Student centred learning	Total hours of study	ECTS
			Lectur es	Seminar s, PBL / CBL	Practi ce	Total			
1	2	3	4	5	6	7	8	9	10
Year One									
First semester									
Compulsory modules									
1	IHHM3_23_01	Economics	30	45		75	175	250	10
2	IHHM3_23_02	Accounting	15	45		60	65	125	5
3	IHHM3_23_03	Business Communications		60		60	65	125	5
4	IHHM3_23_04	Management	15	45		60	65	125	5
5	IHHM3_23_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	IHHM3_23_06	Research and Statistics	15	45		60	65	125	5
8	IHHM3_23_07	Information Technologies	15	30		45	80	125	5
9	IHHM3_23_08	Marketing and Business Environment	30	45		75	175	250	10
10	IHHM3_23_09	Finance	15	45		60	65	125	5
11	IHHM3_23_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	IHHM3_23_11	Summer Internship I			60	60	190	250	10
Total			0	0	60	60	190	250	10
Year Two									
Third semester									
Compulsory modules									
13	IHHM3_23_12	Human Resource Management	15	45		60	65	125	5
14	IHHM3_23_13	Introduction to Hospitality and Tourism	15	45		60	65	125	5
15	IHHM3_23_14	Hotel Operations Management	15	45		60	65	125	5
16	IHHM3_23_15	Conferences, Exhibitions and Corporate Events	15	45		60	65	125	5
17	IHHM3_23_16	English		45		45	105	150	5
	SPORTS	Sports		30		30		30	
Elective module (5 ECTS)									

18.1	IHHM3_23_17	Eco and Rural Tourism	15	30	15	60	65	125	5
	IHHM3_23_18	Spa and Wellness Tourism	15	30	15	60	65	125	5
	IHHM3_23_19	Tourism	15	30	15	60	65	125	5
	IHHM3_23_20	F&B Operations	15	30	15	60	65	125	5
Total			75	285	15	375	430	805	30
Fourth semester									
Compulsory modules									
19	IHHM3_23_21	Entrepreneurship and Project Management	15	45		60	65	125	5
20	IHHM3_23_22	Tourism Intermediaries	15	45		60	65	125	5
21	IHHM3_23_23	Technologies in Travel, Tourism and Hospitality	15	30		45	80	125	5
22	IHHM3_23_24	Hotel Practice			60	60	65	125	5
23	IHHM3_23_25	Second Foreign Language		45		45	105	150	5
	SPORTS	Sports		30		30		30	
Elective module (5 ECTS)									
24.2	IHHM3_23_26	Hotel Chains Management	15	45		60	65	125	5
	IHHM3_23_27	Corporate Social Responsibility	15	45		60	65	125	5
	IHHM3_23_28	Social Entrepreneurship	15	45		60	65	125	5
	IHHM3_23_29	Sustainable Development	15	45		60	65	125	5
Total			60	240	60	360	445	805	30
Summer internship II									
Compulsory modules									
25	IHHM3_23_30	Summer Internship II			60	60	190	250	10
Total			0	0	60	60	190	250	10
Year Three									
Fifth semester									
Compulsory modules									
26	IHHM3_23_31	English		45		45	105	150	5
27	IHHM3_23_32	Critical Hospitality	30	60		90	160	250	10
28	IHHM3_23_33	Strategic Leadership and Change Management	30	60		90	160	250	10
29	IHHM3_23_34	Second Foreign Language		45		45	105	150	5
	SPORTS	Sports		30		30		30	
Total			60	240	0	300	530	830	30
Sixth semester									
Compulsory modules									
30	IHHM3_23_35	Sustainable Hotel and Hospitality Management in a Changing World	30	60		90	160	250	10
31	IHHM3_23_36	Diploma Project *					250	250	10
32	IHHM3_23_37	Diploma Seminar		60		60		60	
	SPORTS	Sports		30		30		30	
Elective module (one module * 10 ECTS / two modules * 5 ECTS)									
33.3	IHHM3_23_38	Marketing Communications and the Digital Age	30	60		90	160	250	10
	IHHM3_23_39	International F&B Management	30	60		90	160	250	10
	IHHM3_23_40	Employability and Career Development	15	45		60	65	125	5

	IHHM3_23_41	Branding in THE Industries	15	45		60	65	125	5
Total			60	210	0	270	570	840	30
Total for the 3 years			390	1485	195	2070	3320	5390	200

*** Students select 1 out of 2 options:**

Dissertation

Enterprise project

Additional information:

The Hotel Management specialist is prepared to work in sectors such as hospitality, marketing, advertising, tourism services, reservations, and accommodation. Additionally, this qualification allows for employment in hotel reservations departments of travel agencies, as well as for representing Bulgarian or foreign tour operators within the tourism industry.

The acquired knowledge in economics, business communications, hotel and restaurant management, accounting and finance, tour operator and agency activities, along with the ability to communicate in two or three foreign languages, enables graduates of this specialty to start their own business in the hospitality sector, as well as to hold positions in large and medium-sized tourism and commercial companies or related enterprises such as:

Manager in the hospitality or restaurant industry

Marketing Manager of a hotel

Tourism Specialist in municipal administration

Associate, Sales Representative, or Trade Agent in the sectors of Commerce or Tourism

Associate or Assistant in the fields of Marketing and Advertising, or Congress Tourism

Associate or Head of the Sales Department

The in-depth knowledge gained through specialized and technological training also provides opportunities for employment as a mid-level manager in hotels and restaurants offering independent additional services, para-hotel services, and fast food and public catering establishments, as well as manager of professional training centers in tourism.