



# UNIVERSITY OF ECONOMICS VARNA



BACHELOR DEGREE PROGRAMS IN ENGLISH



University of Economics – Varna (UE–Varna) is the first higher school of economics in Bulgaria. Today, nearly 12 700 Bulgarian and international students undergo training in this educational establishment. The university provides instruction in the following professional areas: Economics, Administration and Management, Tourism, Informatics and Computer Science taught as full-time, part-time and distance learning forms of study. Respective curricula are harmonized with European and international educational standards and practices.

A system for full recognition of periods of study abroad has been established at UE-Varna. This provides students with the opportunities to participate in joint educational programs leading to joint degrees (i.e. from two universities) for the corresponding training and qualification degree.

The university maintains active partnerships with business organizations and public administration, which helps to acquire necessary knowledge and develop students' skills and competences for successful career development. Students from different European countries come for training to University of Economics – Varna under exchange programs such as ERASMUS+ mobility program and CEEPUS. The University also offers opportunities for student mobility and part training in more than 100 universities in Europe.





University of Economics – Varna is an innovative, hi-tech university with social and entrepreneurial. The newly-open scientific and research institute encompasses five research centers which aim to strengthen the links between business and education in the top areas of knowledge via interdisciplinary research, analyses and consulting services. The Alumni and Career Development Center offers immediate support for students and their career development both in Bulgaria and abroad. The center holds various events during the academic year such as business presentations, training, and discussions with alumni who have a proven record of career advancement. In addition, a career development forum is held every year, in which different companies are invited to participate and present their job offers and internships. The Career Development Center also offers consulting services which can help students in their choice of specialties, professional orientation, self-evaluation and outline possible career options for the future.

Over the last years, University of Economics – Varna has made considerable investment in the following areas, aiming to improve the quality of education and training:

- Building modern, hi-tech and functional university facilities;
- Modernization of university dining facilities;
- Expansion of library resources;
- Improving bed capacity in students boarding houses;
- Modernizing lecture halls;
- Investing own funds to support scientific research of the young generation and enhancing teacher qualification;
- Fostering talent in sports and Bulgarian culture;
- Development of links with business and graduate students

# BUSINESS ECONOMICS BACHELOR DEGREE PROGRAM IN ENGLISH LANGUAGE

**Educational and qualification degree** – Bachelor

**Professional field** – Economics

**Professional qualification** – Economist

**Study period** – 4 years / 8 semesters

**Form of study** – Full-time

For the academic 2016/2017 University of Economics – Varna offers a new 4-year Bachelor degree program in Business Economics in English language. The program is aimed at Bulgarian and foreign students, who wish to acquire economic knowledge and practical skills in the area of business economics.

During the first three semesters of their study, students learn fundamental (core) subjects, and special subjects in their fourth semester. In the next four semesters students are trained in special subjects that help them gain specific knowledge and skills, necessary for the realization of activities at administrative and managerial positions in the private and public sectors. The curriculum includes six blocks of elective courses. After the sixth semester, students are expected to spend 45 days of practical training.

At the end of their studies students defend theses on specific topic or take a state exam. Upon successful completion of their studies, graduates are awarded a Bachelor degree in Business Economics.



## CAREER OPORTUNITIES

Students who graduate from the Business Economics Bachelor degree, can start their own business or gain professional experience in business organizations in the area of industry, commerce, services and other business sectors of economy, public administration of ministries, district governors, municipalities, town halls, etc., as well as educational, scientific and public organizations in the following positions:

- Owner, manager, president of own business;
- Director, manager, president, chairman, manager, head of department at different business enterprises;
- Business analyzer of processes and activities in a company;
- Specialist at functional management units of enterprises;
- Specialists and experts of economics in the area of state and municipal administration and non-governmental organizations to name but a few.

Business Economics Bachelor degree holders can proceed to Master degree courses in Bulgaria and abroad.



# CURRICULUM

## CORE SUBJECTS

**Microeconomics**

**Applied mathematics**

**Informatics**

**Physical Education**

**Elective subjects (Foreign language) (1):**

- *English language*
- *German language*
- *French language*
- *Russian language*
- *Bulgarian as a foreign language*

**Macroeconomics**

**Principles of Law**

**Management Theory**

**Elective subjects (Foreign language) (1):**

- *English language*
- *German language*
- *French language*
- *Russian language*
- *Bulgarian as a foreign language*

**Introduction to Finance**

**Accounting**

**Marketing**

**Elective subjects (Social sciences) (1):**

- *Bulgarian and Balkan Culture*
- *Political Science*
- *Organizational Behaviour*
- *Career development*

## UNIVERSITY SPECIALIZED SUBJECTS

**Introduction to Statistics**

**Elective subjects (Legal Sciences) (1):**

- *Business Law*
- *Law of the European Union*
- *International Trade Law*
- *Customs Procedures/Formalities*

**Elective subjects (1):**

- *Economy of culture*
- *Business communication*
- *European studies*
- *Intercultural aspects of business*

## SPECIALIZED SUBJECTS

**Entrepreneurship**

**Operations management**

**Business planning**

**Human resource management**

**Elective subjects (1):**

- *Sustainable development*
- *E - Business*

**Project management**

**Strategic marketing management**

**Business diagnostics**

**Elective subjects (1):**

- *Stock market trade*
- *Innovation management*
- *Corporate social responsibility*

**Corporate finance**

**Business logistics**

**Business statistics**

**Elective (1):**

- *Quality management*
- *Strategic retail management*
- *Product management*

**Business valuation**

**Investments**

**Sales management**

# INTERNATIONAL BUSINESS BACHELOR DEGREE PROGRAM IN ENGLISH LANGUAGE

**Educational and Qualification Degree** – Bachelor

**Professional Field** – Economics

**Professional Qualification** – Economist

**Period of study** – 4 years / 8 semesters

**Form of study** – Full-time

**ECTS** – 240

Starting in the academic 2012/13, the University of Economics – Varna offers a four-year Bachelor degree program International Business in English. The program is open to Bulgarian and foreign students who wish to acquire economic knowledge and practical skills in the area of international business.

Training is provided by lecturers, who have specialized abroad and have a long-standing experience in teaching in their field in English language. Early in their studies, students receive fundamental training in the area of economics. Specialized training is provided through courses in International Business, International Management, Marketing, Logistics and Project Management. On the agenda of elective subjects are such

disciplines as Social and Legal sciences, Quantitative Methods and Management Approaches.

## **Career Opportunities**

Graduates from the International Business program can be employed in the management of companies involved in various forms of international business, such as foreign trade, international banking, finance, international transport, logistics, international tourism, etc.; they can engage in entrepreneurial activity and develop their own business abroad; they can use their knowledge and skills in international projects as consultants and specialists in international business; they can find employment in international organisations, in the civil service and in research institutes.

Upon completion of the Bachelor's degree in International Business, students can continue their education in the educational and qualification degree „Master“ in Bulgaria or abroad.

# CURRICULUM

## CORE SUBJECTS

**Microeconomics**

**Mathematics**

**Informatics**

**Physical Education**

**Elective subjects (Foreign language) (1):**

- *English language*
- *German language*
- *French language*
- *Russian language*

**Macroeconomics**

**Principles of Law**

**Management Theory**

**Elective subjects (Arts and Humanities) (1):**

- *Business Ethics*
- *Bulgarian and Balkan Culture*
- *Economy of Culture*

**Introduction to Finance**

**Accounting**

**Marketing**

**Introduction to Statistics**

**Elective subjects (Social sciences) (1):**

- *Business Philosophy*
- *Introduction to Sociology*
- *Organisational Behaviour*
- *Student Success Strategies*

## SPECIALIZED SUBJECTS

**International Economics**

**Introduction to International Business**

**International Trade Policy**

**Elective subjects (Legal Sciences) (1):**

- *Business Law*
- *European Union Law*
- *International Trade Law*

**Customs Procedures**

**International Management**

**International Political Economics**

**Human Resource Management**

**Elective Subjects (1):**

- *Corporate Social Responsibility*
- *Responsible Leadership*
- *Business Communications*
- *Intercultural Aspects of Business*

**International Logistics**

**International Marketing**

**International Tourism**

**Elective subjects**

**(Methodology and Methods) (1):**

- *Business Process Modelling*
- *Business Valuation*
- *Optimal Management of Stochastic Processes in International Business*
- *Business Intelligence*

**Corporate Finance**

**Transnational Corporations and Foreign**

**Direct Investment**

**International Marketing Research**

**Project Management**

**Elective subjects (1):**

- *E-business*
- *Comparative Economic Systems*
- *Innovations Management*

**Business Consulting**

**Corporate Governance**

**International Branding**

**International Marketing Management**





**Teodora Maksimova, age 21**

“My name is Teodora Maksimova and I’m a third-year student in International Business studies at the University of Economics – Varna. Like every high school graduate I was faced with the scary question of “Where to next?” which took more energy and effort than it actually takes to survive the four years in university. I knew two things I was sure I wanted to have in my education – languages and business, and I soon discovered the newly developed course here at UE–Varna. It was an easy choice, I had positive feedback from former students and a possibility to not move thousands kilometers away from home. What I love about this major is the great people and opportunities it involves, the motivation of the group and the approach of the lecturers. With that in mind, once I’ve graduated I’d like to dive into the corporate finance world and further my knowledge in the field.”



**Teodora Dyakova, age 19**

“My name is Theodora Dyakova and I am a first year student. I chose to study at University of Economics – Varna because it is one of the leading universities in Bulgaria. It is worth noting, that the degrees awarded by UE-Varna find recognition in all countries of Europe. The university is furnished with modern educational equipment and facilities and employs competent teaching and academic staff who have the necessary skills and expertise. I have always wanted to study in Varna and now being a student at the University of Economics – Varna is like a dream come true. I had no hesitation in choosing the International Business program that is taught entirely in English as exploring the opportunities for a higher education I was particularly looking for a Bachelor degree program in English. I am convinced that on completion of the International Business program I’ll be able to find better career opportunities in Bulgaria and abroad. I also believe that the efforts of the whole academic community will help me gain a competitive advantage on the job market in Europe and become the ambassador of the ideology of University of Economics – Varna.”



**Natali Georgieva, age 22**

*I came to the University of Economics – Varna to study International Business. This major appealed to me as a way to study in Bulgaria and at the same time to receive high quality standards of education. I was interested in the way business operates – looking at the whole global picture, rather than the parts – and major International Business was the best way to facilitate that kind of learning. During my course I got an insight into various business strategies. The deeper I got involved in them, I realize the vastness of the scope Business and the numerous areas that can be developed and researched limitlessly. The curriculum gave me exposure also to allied topics like Management, Marketing and Finance. Perhaps, most importantly, I feel that this major fosters and develops the ability to think innovatively, to ask questions and to research them. During the semesters we conducted a number of individual field projects aimed towards providing our ability to conduct independent research. The International Business major taught me to recognize the economic processes happening around me and the ways we can apply the acquired knowledge to real life situations.*

*I am certainly glad with my choice. The multidisciplinary nature of the major of International Business is very appealing to people, who are interested not only in the business as a science, but also in entrepreneurship and understanding of the complex international economic relations and interactions. I believe that the skills developed and the broad look at all business-related disciplines in major International Business at University of Economics – Varna would be applicable to any carrier path.*





## Minimum language proficiency levels required for admission of students in Business Economics and International Business programs where instruction is done mainly in English

### International Business and Business Economics

School-leaving Exam/ matriculation	CERTIFICATES					
Mark in English from the SME	Cambridge ESOL	CAE	IELTS	PTE Academic	PTE General	TOEFL (IBT)
Min. 5.00*	FCE, B, C	Min. 45	Min. 5.5	Min. 55	Level 3	Min. 65

\* according to the Bulgarian 6 point grading scale

The applicants for Business Economics and International Business programs must submit one original and two copies of certificates attesting to the level of proficiency in English, corresponding to B1 or higher, in case they do not prove the required level of proficiency by means of a grade from the passed SME (state maturity exam) in English. The applicants who have a good command of English, but are unable to certify this with a diploma or a certificate, are to sit for a computer test upon submitting their application papers. The test score is valid only for application to University of Economics – Varna.

# ENTRY REQUIREMENTS FOR APPLICANTS – BULGARIAN CITIZENS AND CITIZENS OF EU MEMBER STATES AND THE EUROPEAN ECONOMIC AREA (EEA)

The required maximum score for UE-Varna applicants in order to qualify is 24 and is calculated as the sum of:

- the average grade from the secondary education diploma;
- the mark in Bulgarian language and Literature from the secondary school diploma or school-leaving exam in general training chosen by the applicant, or the mark in the official language in the state where the diploma was awarded;
- the mark in Mathematics from the secondary school diploma;
- the mark from the school-leaving exam (chosen by the applicant), or the mark from the entrance examination or the mark in Mathematics from the diploma.

## ADMISSION EXAMINATIONS

Bulgarian language and Literature  
Geography of Bulgaria  
Mathematics  
Economics

**If the University applicant chooses to use a mark from the school-leaving exam (matriculation exam), the possible options are as follows:**

Bulgarian Language and Literature  
Mathematics  
Foreign Language (English, French, German, Russian, Spanish and Italian)  
Philosophical series (Psychology and Logic, Ethics and Law, Philosophy)  
History and Civilization  
Geography and Economics  
Physics and Astronomy  
Biology and Health Education  
Chemistry and Environmental Protection





## **DOCUMENTS REQUIRED FROM APPLICANTS WHO ARE CITIZENS OF MEMBER STATES OF THE EUROPEAN UNION (EU) AND THE EUROPEAN ECONOMIC AREA (EEA) AND FROM APPLICANTS FROM BULGARIA.**

1. Application to the Rector and competition card using standard forms of University of Economics – Varna.
2. Secondary school diploma, duly certified, legalized and translated.
3. An original and copy of ID.
4. Applicants for International Business and Business Economics programs must submit originals as well as copies of certificates, attesting to the level of foreign language proficiency.
5. A document certifying the paid fee in the admission procedure.
6. Certificate of recognition of completed secondary education issued by the Regional Inspectorate of Education where the applicants is domiciled. The certificate must include all marks of subjects converted to the six-point grading scale as well as the average grade from the diploma.
7. Document attesting to the right of the applicant to be trained in the degree they are applying for in their own country.

# ENTRY REQUIREMENTS FOR APPLICANTS – CITIZENS OF COUNTRIES OUTSIDE THE EUROPEAN UNION (EU) AND THE EUROPEAN ECONOMIC AREA (EEA)



The admission of foreign students from outside EU and EEA countries is performed on documents. The applicant must meet the following requirement:

- The grades from the High School Diploma in Mathematics plus one optional subject must be higher than 62% of the maximum grade, according to the grading scale in the country, where the Diploma was issued.



## DOCUMENTS REQUIRED FROM UNIVERSITY APPLICANTS WHO ARE CITIZENS OF COUNTRIES OUTSIDE THE EUROPEAN UNION (EU) AND THE EUROPEAN ECONOMIC AREA (EEA)

1. Secondary education diploma.
2. Diploma supplement containing the grades and the marking scale.
3. Medical certificate.
4. Document issued by the competent authorities, which certifies the right of the applicant to continue their education in the higher schools of the country where they have completed their secondary education.
5. The applicants for International Business and Business Economics programs are required to submit originals as well as copies of certificates attesting to the level of proficiency in English, the language of instruction.
6. Copy of passport (ID).
7. Document certifying the dual citizenship (one of which is Bulgarian) for the persons, who have the latter.
8. Standard application form of University of Economics – Varna.
9. Two passport size photos.

10. Self-addressed envelope – for communication with the applicant's relatives in case of need.

### **The documents in items 1, 2, 3 and 4 must be:**

- notary certified copies;
- translated in Bulgarian with a legalised translation;
- certified by an Apostille stamp (for information about the nature of Apostille certification and the institutions which have the right to provide such certification see [www.apostilleinfo.com](http://www.apostilleinfo.com) or [http://www.hch.net/index\\_en.php](http://www.hch.net/index_en.php))

*In case the applicant's country is not party to The Hague Convention, the above documents must be certified by the Ministry of Education, the Ministry of Foreign Affairs and by the consulate of the Republic of Bulgaria in the respective country.*





Detailed information about admission  
of Bulgarian students



Detailed information about admission  
of foreign students



Detailed information about our programs can be obtained  
on the website of University of Economics – Varna:

**[www.ue-varna.bg](http://www.ue-varna.bg)**

77, Knyaz Boris I Blvd,  
Varna, 9002, Bulgaria

Admission of Bulgarian students:

E-mail: [ksp@ue-varna.bg](mailto:ksp@ue-varna.bg) • Phone: +359 886 672 606

Admission of foreign students:

E-mail: [foreign\\_students@ue-varna.bg](mailto:foreign_students@ue-varna.bg) • Phone: +359 52 830 812

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