



# UNIVERSITY OF ECONOMICS - VARNA



INTERNATIONAL BUSINESS  
BACHELOR DEGREE PROGRAMME IN ENGLISH



Main campus of  
University of Economics –Varna

## UNIVERSITY OF ECONOMICS – VARNA

*„With academic traditions into the future“*

On 14 May 1920, following a resolution of the 25th session of the Chamber of Commerce and Industry in Varna, Higher School of Economics was founded, the successor to which is the University of Economics – Varna. The institutionalisation of the first Bulgarian Higher School of Commerce was executed on 28 September 1920 by order of the then Minister of Commerce, Industry and Labour. Until 1925 the Higher School of Commerce offers a two-year course of study as is the practice in most European schools of higher education. From the academic 1925/26 to the academic 1936/37 it has a three-year course of study, and after 1937/38 it already offers a four-year course of study.

### Mission of University of Economics – Varna

University of Economics – Varna is a leading educational and scientific institution with a well-established identity, oriented towards the provision of high-quality training of students (including doctoral students), conducting significant scientific research and offering competitive solutions of an enduring economic and social effect.

**In order to achieve this goal the University of Economics – Varna exerts continuous efforts aimed at:**

- teaching of subjects (in the full-time, part-time and distance learning forms of study) in accordance with leading European educational standards;
- shaping theoretical and practical knowledge, skills, highly professional consciousness and rich economic culture in its students (including doctoral students), that are essential for the work in a dynamic socioeconomic environment;
- performing socially significant research work, through conducting market-oriented studies in scientific areas of predominant importance;
- providing the necessary conditions for professional development and growth of academic and administrative staff;
- establishing and developing favourable, mutually beneficial and steady relations with the partners of the University in the educational sphere, the business, public administration and all interested institutions in the country and abroad.

## **INTERNATIONAL BUSINESS BACHELOR DEGREE PROGRAMME IN ENGLISH**

*Educational and Qualification Degree - BACHELOR*

*Professional Field - ECONOMICS*

*Professional Qualification - ECONOMIST*

*Period of study - 4 years / 8 semesters*

*Form of study - Full-time*

Starting in the academic 2012/13 year University of Economics – Varna offers a new four-year bachelor degree programme "International Business" in English. The programme 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 specialised abroad and have a long-standing experience in teaching in their field in English language.

In the beginning of their studies students receive fundamental training in the area of economics. Specialised training is provided through courses in

International Business, International Management, Marketing, Logistics, Project Management. Possibilities for elective subjects exist in the area of Social and Legal sciences, Quantitative methods and Management approaches.

### **Career Opportunities**

Graduates from the International Business programme 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 be employed in international organisations, in the civil service and in research institutes.

Upon completion of the bachelor's degree in the area of international business students can continue their education in the educational and qualification degree "Master" in this country or abroad.



[Link to the official  
website of the UE - Varna  
www.ue-varna.bg](http://www.ue-varna.bg)



Conference room of  
University of Economics - Varna

## Curriculum Programme INTERNATIONAL BUSINESS

### 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*

## Curriculum Programme INTERNATIONAL BUSINESS

### SPECIALISED 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**

**OPTIONAL SUBJECTS**

*Bulgarian language*

*Foreign language - English*

*Foreign language - French*

*Foreign language - German*

*Foreign language - Russian*



Open Days at  
University of Economics - Varna



Canteen of University  
of Economics - Varna

## ENTRY REQUIREMENTS FOR APPLICANTS - BULGARIAN CITIZENS

The maximum score for UE – Varna applicants required to qualify is 24 and is formed as the sum of:

- the average grade from the secondary education diploma;
- the mark in Bulgarian language and Literature from the secondary education diploma;
- the mark in Mathematics from the secondary education diploma;
- the mark from the state school-leaving examination (chosen by the candidate) or the mark from the competitive examination.

### COMPETITIVE EXAMINATIONS

- Bulgarian language and Literature;
- Geography of Bulgaria;
- Mathematics.

**If the University applicant chooses to use one of the marks from the state school-leaving examination "Matura", the possible options are:**

- 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 OF UNIVERSITY APPLICANTS - BULGARIAN CITIZENS

1. Application to the Rector and competition card using standard forms provided by the University of Economics - Varna.
2. Original and copy of secondary education diploma.
3. Original and copy of ID.
4. Original and 2 copies of a certificate attesting to the level of proficiency in English.
5. Document for the paid in participation fee in the admission examinations.

## **ENTRY REQUIREMENTS FOR APPLICANTS - CITIZENS OF COUNTRIES FROM THE EUROPEAN UNION AND THE EUROPEAN ECONOMIC AREA**

The maximum score for University of Economics – Varna applicants required to qualify is 24 and is formed as the sum of:

- the average grade of the secondary education diploma;
- the mark in Bulgarian language and Literature from the secondary education diploma, or the state school-leaving examination in general education at the choice of the University candidate, or the mark in the official language in the country where the diploma was awarded;
- the mark in Mathematics from the secondary education diploma;
- the mark from the state school-leaving examination (chosen by the candidate), or the mark from the competitive examination or the mark in Mathematics from the diploma.

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

1. Application to the Rector and competition card using standard forms provided by the University of Economics - Varna;
2. Legalised, translated and certified secondary education diploma;
3. Original and copy of ID;
4. Original and 2 copies of a certificate attesting to the level of proficiency in English;
5. Document for the paid in participation fee in the admission examinations;
6. Certificate of recognition of completed secondary education from the Regional Inspectorate of Education where the candidate is domiciled, in which there have been entered the marks in the individual subjects converted into the six point marking system as well as the average grade from the diploma;

Document attesting to the right of the applicant to be trained in the degree they are applying for in their own country.



Volleyball competition  
at University of Economics - Varna



Library Information Center  
of University of Economics - Varna

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

The applicants for the programme International Business compete for admission by submitting certain documents. The minimum average grade of the subjects from the document for completed secondary education, which are included in the system for qualification the programme they are applying for, cannot be lower than 62% of the maximum grade in the grading system of the country, where the candidate has acquired their secondary education.

The maximum score for University of Economics – Varna applicants required to qualify is 12.00 and is formed as the sum of:

- the average grade from the secondary education diploma;
- the mark in one of the subjects included in the rating system for the programme: (Mathematics; Economics; Geography; History)

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

1. Secondary education diploma;
2. Diploma supplement containing the grades and the grading scale;
3. Medical certificate;

4. Document issued by the competent authorities, which certifies the right of the candidate to continue their education in the higher schools of the country where they have completed their secondary education;
5. Original and copy of a certificate attesting to the level of proficiency in English;
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 the University of Economics – Varna;
9. 2 passport size photos;
10. Self-addressed envelope - for communication with the candidate'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 with 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.hcch.net/index\\_en.php](http://www.hcch.net/index_en.php)).

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



**MINIMUM LANGUAGE PROFICIENCY LEVELS  
REQUIRED FOR ADMISSION OF STUDENTS  
IN THE PROGRAM INTERNATIONAL BUSINESS  
(ENGLISH)**

INTERNATIONAL BUSINESS						
School- leaving Exam "Matura"	CERTIFICATES					
The English language mark 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



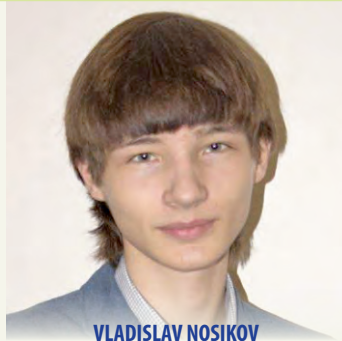
Graduation ceremony  
at University of Economics - Varna



**GLORIA DIMITROVA**

Age 18, from Vidin

*I am currently first year university student in University of economics - Varna, and I am studying in the programme International Business. I had wondered what to study for quite some time (since 10th grade) and I couldn't find the right programme for me. Then I found out about the International Business programme and I decided that is the right choice for me. What influenced me to decide on this particular programme was the infinite opportunities that it gives me as the whole educational process is in English, which opens many doors. The opportunities to participate in many programs such as Erasmus+ are a big plus. Also, finding and participating in projects, internships, and trainings all around the world would be much more easier as English is an international language and there won't be any barriers when communicating professionally or casually. Up until now I have nothing but good to say about the programme. The lecturers are more than competent and their English skills are exceptional. They are helpful with both the material, the language and any other question we have. Almost all of our lecturers were part of exchange programs and/or have been teaching in universities all over the world. As opposed to what I thought the programme connected me to many international students in our university. This gives me the chance to get to know other cultures, which is indirectly helpful to my education. All in all, I think the programme International Business is the right choice for anyone who wants to develop further and connect to the world on a different level. It gives you educational and job opportunities that no other programme would give you.*



**VLADISLAV NOSIKOV**

Age 16, from Moscow

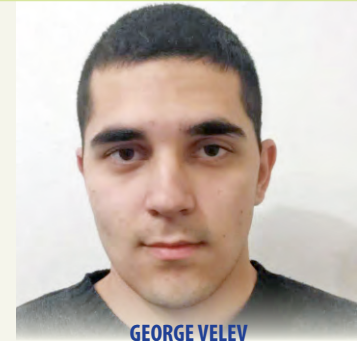
*I decided to continue my education in the University of Economics in Varna, because it gives me a lot of opportunities for my future, like: get in touch with prospective employer and have a good job. Nowadays, people who are learning such courses as an International Business are one of the most needed people in the world, because everything revolves around business. It is very interesting for me to learn how the world economy works. Education in the University also gives me some great skills, like solving difficult problems, not to give up in case of failure. Speaking about lectures, I'd like to say that they are really fascinating and interesting, because we can learn more and more from each lecture in geometrical progression, so that we will be able to work more efficient in future. Of course the best thing about these lectures that they are in English, so we can improve our language skills. That's why I've chosen this program.*



**POLINA ANTONOVA**

Age 19, from Razgrad

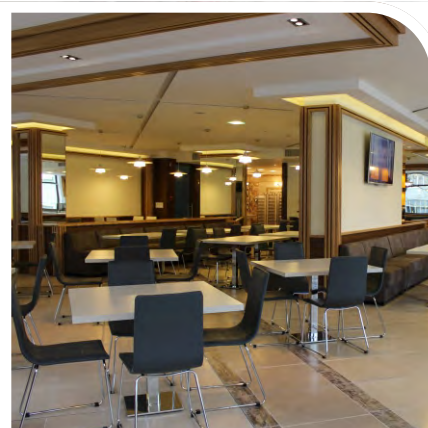
*I am currently a first year student in the programme 'International Business', for which I learnt about from the site of the university. I chose this programme, because not only do you get prepared in English at a higher level, but you also learn a lot more about economics. I believe that it will help me in making a professional career in the business industry. One of the best things about the programme is communicating with the colleagues and working together.*



**GEORGE VELEV**

Age 19, from Pleven

*I chose to continue my education in the University of Economics in Varna because it's the first economic university in our country and it has built traditions through time! My choice was the programme International Business in English because of the opportunities it gives us and a very big plus is that it will develop our language skills at a very high level. The international business programme is designed not only for fundamental concepts in business but also in other cultures and languages. Today's business world is highly interconnected and globalized. An international degree is therefore both relevant and useful. We have the chance to be lectured by lecturers who have international training and lots of experience behind their back.*





# UNIVERSITY OF ECONOMICS - VARNA



Detailed information is available on the website of the University: [www.ue-varna.bg](http://www.ue-varna.bg)



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