



UNIVERSITY OF ECONOMICS - VARNA



BUSINESS ENTREPRENEURSHIP AND INNOVATIONS
BACHELOR DEGREE PROGRAMME IN ENGLISH



UNIVERSITY OF ECONOMICS – VARNA

On the 14 May 1920 after a decision of XXVth session of the Varna Chamber of Commerce and Industry the beginning of Bulgarian higher economic education has been laid with the opening of the Higher School of Commerce, the descendant of which is The University of Economics – Varna. The institutionalisation of the first Bulgarian higher school of commerce is conducted on 28 September 1920 by order of the then minister of commerce, industry and labour. Until 1925 the higher school of commerce offer a two–year course of studies, as is the practice in most European schools of higher education. From the academic 1925/26 to the academic 1936/37 it is of a three–year course of studies, and after 1937/38 it already features a four–year course of studies.

During its 95–year–long existence the Varna Alma Mater has changed its name several times. Until 1938 it is a higher school of commerce (known as the Commercial Academy). From 1938 till 1945 it is a Higher School for Economic and Social Sciences, whereas from 1945 until 1953 – Varna State University "St. Kiril Slavyanobalgarski". From 1953 till 1963 it is the Higher Institute of National Economy, which from 1963 until 1990 had been bearing the name of Dimitar Blagoev. In 1990 by decision of the General Meeting the higher school is declared University of Economics – Varna, approved in 1995 by the National Assembly (SG, issue 68/1.VIII.1995).

Mission of the 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 important 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 working in a dynamic socioeconomic environment;
- performing socially significant research work, through conducting market oriented studies in scientific areas of high priority;
- 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 area, the business, public administration and all interested institutions in Bulgaria and abroad.



Graduation ceremony of
University of Economics – Varna



Library Information Center
of University of Economics-Varna

BACHELOR DEGREE PROGRAMME IN ENGLISH BUSINESS ENTREPRENEURSHIP AND INNOVATIONS

Enterprising people do not follow well-trodden paths – they make their own. The dynamic market demands innovativeness, adaptability and competence in a wide spectrum of fields. That is why the abilities to discover, assess and develop entrepreneurial opportunities are key factors for student success, regardless of whether they start up a new business or work in an already existing enterprise.

Within the four-year Bachelor degree programme, students in the major subject Business Entrepreneurship and Innovations acquire knowledge necessary for the establishment, development and management of a successful venture. They learn how to identify the capabilities of the market, to create and successfully apply innovative solutions for their best use. They are able to set targets and manage the resources of the company for their achievement. They can identify and assess the risks faced by the business and know how to deal with them.

The training includes a wide range of theoretical and practical aspects of the functioning and the

management of a modern company: students acquire knowledge and skills for market and economic analyses, business planning, financing, marketing, management, logistics, personnel management, assessment and development of innovative and investment decisions, accomplishment of commercial operations, formulation and realisation of the policy and the strategy of the company, etc.

Important emphases of training are also paid to the development of the enterprise, leadership, communicativeness, abilities of students for teamwork and the skills to plan their own career.

Career opportunities

Graduates of the programme Business Entrepreneurship and Innovations can occupy positions both in the sector of small and medium-sized enterprises, through the initiation and development of their own successful business, and as specialists in big companies, including industrial enterprises, investment and consulting companies, etc. The sound preparation in Business Entrepreneurship and Innovations is also a proper foundation for a wide choice of Master degree programmes.





Graduation ceremony of
University of Economics -Varna

Curriculum BUSINESS ENTREPRENEURSHIP AND INNOVATIONS PROGRAMME

Educational and Qualification Degree: BACHELOR

PROFESSIONAL FIELD: ECONOMICS

PROFESSIONAL QUALIFICATION: ECONOMIST

Study period: 4 years / 8 semesters

Form of study: full-time

CORE SUBJECTS

Microeconomics

Mathematics

Informatics

Physical Education

Elective subjects (foreign language) (1)

- English
- German
- French
- Russian

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
- Organizational Behaviour
- Successful Student Strategies

Curriculum BUSINESS ENTREPRENEURSHIP AND INNOVATIONS PROGRAMME

UNIVERSITY SPECIALISED SUBJECTS

Financial Accounting

Economics of the Enterprise

International Economics

SPECIALISED SUBJECTS

Industrial Economics

Marketing Research

Operational Management

Business Entrepreneurship

Elective subjects (1):

- *Applied Marketing in Small Business*
- *Management Of Goods Quality And Safety*
- *Small Business Management*
- *Entrepreneurial Planning and Strategy*
- *Cost Management and Pricing*

Elective subjects (1):

- *Integrated Marketing Communications*

- *Business Logistics*

- *Human Resources Management*

- *Entrepreneurial Analysis*

- *Entrepreneurial Finance*

Elective subjects (1):

- *Management of Entrepreneurial Projects*

- *Financial Management*

- *Graduate Seminar*

- *Advertising and Branding*

- *Innovations Management*

- *Investment Management*

FACULTATIVE SUBJECTS

- *Bulgarian*

- *Foreign language – English*

- *Foreign language – French*

- *Foreign language – German*

- *Foreign language – Russian*



In University of Economics-Varna we offer our students not only quality education, but also multiple opportunities for additional learning.



ENTRY REQUIREMENTS FOR APPLICANTS - BULGARIAN CITIZENS AND CITIZENS OF COUNTRIES FROM THE EUROPEAN UNION AND THE EUROPEAN ECONOMIC AREA (EEA)

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 or school-leaving exam in general training chosen by the University applicant, or the mark in the official language in the state where the diploma was awarded;
- the mark in Mathematics from the secondary education 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.

Register online to take part in
the entrance examinations on:
www.ue-varna.bg

ADMISSION EXAMINATIONS

Bulgarian language and Literature
Geography of Bulgaria
Mathematics

If the University applicants chooses to use a mark from the school-leaving exam (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 WHO ARE CITIZENS OF MEMBER STATES OF THE EUROPEAN UNION (EU) AND THE EUROPEAN ECONOMIC AREA (EEA)

1. Application to the Rector and competition card using standard forms of the University of Economics-Varna;
2. Legalised, translated and certified secondary education diploma;
3. Original and copy of ID;
4. The applicants for the programme Business Entrepreneurship and Innovations must submit originals as well as copies of certificates, attesting to the level of proficiency in the foreign language;
5. Document for the paid in participation fee in the admission procedure;
6. Certificate of recognition of completed secondary education from 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 AND THE EUROPEAN ECONOMIC AREA (EEA)

The applicants for the programme Business Entrepreneurship and Innovations compete for admission by submitting certain documents. The minimum average grade from the subjects in the document for completed secondary education, which are part of the rating system for the programme they are applying for, may not be lower than 62% of the maximum rate in the grading system of the country where the secondary education has been completed.

The maximum score for UE - 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



A system for full academic recognition of periods of study in foreign higher education institution functions in the UE-Varna. This provides the opportunity for students to obtain two diplomas simultaneously (from two Universities) for the respective educational and qualifical degree.



DOCUMENTS REQUIRED OF 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 the programme Business Entrepreneurship and Innovations must 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 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 or http://www.hcch.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 Republic of Bulgaria in the respective country.

The University of Economics-Varna is involved in various European programmes and projects, providing various opportunities for students, lecturers and administrative staff. It provides the opportunity to conduct part of the curriculum in more than 70 Universities in Europe.





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

www.ue-varna.bg

77, Knyaz Boris I blvd,

Varna, 9002, Bulgaria

e-mail: ksp@ue-varna.bg

tel. +359 886 672 606

Admission of foreign students:

e-mail: foreign_students@ue-varna.bg

tel. +359 52 830 812