



**UNIVERSITY OF  
ECONOMICS – VARNA**  
*With academic traditions into the future*



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

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**INTERNATIONAL BUSINESS**  
BACHELOR'S DEGREE PROGRAMME IN ENGLISH

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On 14 May 1920, following a resolution of the 25th session of the Chamber of Commerce and Industry in Varna, there is opened the Higher School of Economics, the successor to which is University of Economics – Varna. The institutionalization of the first Bulgarian Higher School of Commerce is done 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 higher schools of economics. 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.

## The mission of UE – 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 to students, including doctoral students, conducting significant research and offering competitive solutions of a sustainable economic and social effect.

## In order to achieve this goal UE – Varna makes an on-going effort to:

- provide instruction in the various subjects (in the full-time, part-time and distance learning form of study) in conformity with the leading European educational standards;
- impart theoretical and practical knowledge, skills, highly professional attitude and rich economic culture to its bachelor's degree, master's degree and doctoral students, which are needed for working in a dynamic socioeconomic environment;
- carry out socially significant research work through conducting market oriented research in priority scientific areas;
- secure the necessary conditions for professional development and growth of academic and administrative staff;
- establish and develop favourable, mutually beneficial and steady relations with the partners of the University in the educational sphere, with the business, the public administration and all interested institutions in the country and abroad.

# INTERNATIONAL BUSINESS

## BACHELOR'S 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's 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 specialized abroad and have a long-standing experience in teaching in their field in English.

In the beginning of their studies students receive fundamental training in the area of economics. Specialized 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 in the International Business programme can find employment 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 organizations, 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.



# 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  
- Organizational 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

## OPTIONAL SUBJECTS

Bulgarian language  
Foreign language - English  
Foreign language - French  
Foreign language - German  
Foreign language - Russian

## RATING SYSTEMS FOR CANDIDATES - BULGARIAN CITIZENS

The maximum rating for the classification of University candidates 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 candidate 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 CANDIDATES - 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 fee for participation in the admission examinations.

## RATING SYSTEM FOR CANDIDATES - CITIZENS OF COUNTRIES FROM THE EUROPEAN UNION AND THE EUROPEAN ECONOMIC AREA

The maximum rating for the classification of University candidates 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 CANDIDATES WHO ARE CITIZENS OF MEMBER STATES OF THE EUROPEAN UNION AND THE EUROPEAN ECONOMIC AREA

1. Application to the Rector and competition card using standard forms provided by the University of Economics - Varna.
2. Legalized, 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 fee for participation 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.
7. Document attesting to the right of the candidate to be trained in the degree they are applying for in their own country.



## REQUIREMENTS FOR APPLICATION FOR CITIZENS OF COUNTRIES OUTSIDE THE EUROPEAN UNION AND THE EUROPEAN ECONOMIC AREA

The candidates 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 rating system for 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 rating for the classification of University candidates 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 CANDIDATES WHO ARE CITIZENS OF COUNTRIES OUTSIDE THE EUROPEAN UNION AND THE EUROPEAN ECONOMIC AREA

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. Two (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 legalized 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 candidate'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.



**Volen Nedelchev**  
age 20, from Varna

I am currently a second year student in the programme International Business. I made my choice quite consciously. I learnt about the programme from the site of University of Economics - Varna: [www.ue-varna.bg](http://www.ue-varna.bg). I believe training in the programme International Business in English will help me in my preparation in economics, and not least of all it will consolidate my knowledge of English. In today's global market a good command of an international language such as English is of utmost importance.

During my studies till now I have had the opportunity to get in contact with lecturers, who are exceptionally competent and possess a lot of practical experience, which enhances my qualifications and will help me find better placement on the labour market after graduation.

I think University of Economics - Varna provides diverse opportunities to students. Everyone who is dedicated to their studies can achieve a lot. As one of the students at this University I have many possibilities for participation in various programmes and projects.



**Viktoria Savova**  
age 21, from Varna

I chose to continue my education in an economic programme. Many were the factors, which helped me make up my mind and choose the programme International Business in English at the University of Economics - Varna. The programme provides you with the opportunity to acquire language skills at a high level. Studying in English makes the world around you easier, everything becomes more comprehensible. I hope one day I will be able to have a professional career in the European Parliament, to take part in various projects financed by the European Union or to develop my own business.

The studies in the programme International Business puts students in a more competitive environment, which also determines the standard of learning. We all do wish to achieve a lot and to develop ourselves.



**Desislava Stoycheva**  
age 20, from Varna

I have graduated the First Language School in Varna. I decided I wanted to enrol in the programme International Business in English at the University of Economics-Varna.

The University offers a great number of opportunities to students for participation in sports, cultural and academic activities. I am a creative personality and I jumped at the opportunity to join the University theatrical company. Our performances are part of the Cultural calendar, which the University organizes. Every month we can meet with famous Bulgarian artists (actors, directors, musicians, writers, etc.).



**Milena Vasileva**  
from Varna

I chose to continue my education in my hometown - Varna. We have a beautiful sea and a University with traditions. The programme International Business in English will provide me with extensive economic training and will help me decide what I want to do in the future. Although the material we are studying is different from my profile at the secondary school, the good preparation of the lecturers helps me manage better.

The programme offers instruction in an international language, with lecturers, who have international training, in a beautiful international town.

