UNIVERSITY OF ECONOMICS – Varna

Erasmus+ Guidebook for Incoming Students

2017-2018
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What is the University of Economics – Varna like?

The University of Economics – Varna (UE–Varna) is one of the oldest institutions of higher education in economics on the Balkan Peninsula with a 97-year-long history. The University was established in 1920 by the Chamber of Commerce and Industry in Varna and has adhered to its mission ever since – to develop the science of economics, to train the specialists needed for the prosperity of business in the region and the country as a whole.

Since then more than 123,000 Bulgarian and foreign students have graduated the University and have received higher education diplomas in economics. Today, there are over 8,500 Bulgarian and international students at the University. Their training is provided by 290 staff – doctorate degree holders, professors, associate professors and assistant professors. The University consists of a College of Tourism, 4 faculties and 19 departments which offer more than 22 accredited majors in four professional divisions: Economics, Administration and Management, Tourism, IT and Computer Sciences. There are over 30 master’s degree majors in three forms of study: full-time, part-time and distance learning. The College of Tourism offers training for a professional bachelor’s degree in tourism in three majors.

The University is a reliable partner and is often sought for cooperation in the realization of international projects in the framework of the EU programme Erasmus+ and others. The participation of UE–Varna in the Erasmus+ programme has given students the invaluable opportunity to study one or two semesters at other European universities, has allowed foreign professors to give lectures to UE–Varna students, as well as UE–Varna staff to lecture and train at other universities in Europe.

UE–Varna follows its mission to provide high quality education and to promote professional growth and encourage scientific research through flexible training, conduct research on current practical issues, international integration and cooperation.
The International Relations Office is responsible for the establishment and coordination of international contacts with other institutions of higher education. It assists foreign students studying at UE–Varna, and incoming and outgoing mobility students. The conclusion and the implementation of international agreements, the collection and dissemination of information about international programmes, opportunities to study abroad and receive grants, coordination of trainings, vocational trainings and practical mobility (recruitment of applicants, preparation of documents) are some of the main functions of the office.

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How does the University of Economics – Varna work?

1. Academic Calendar 2017 - 2018

**Winter Semester**
- Exams Period: 11.01.2018 – 03.02.2018

**Summer Semester**
- Study Period: 26.02.2018 – 26.05.2018
- Holidays: 06.04.2016 – 09.04.2017
- Exams Period: 10.05.2017 – 09.06.2017

**Holidays**
- September 6th: Unification Day
- September 22nd: Independence Day
- December 24th–26th: Christmas
- January 1st: New Year’s Day
- March 3rd: Liberation Day
- April 8th: Orthodox Easter
- May 1st: Labour Day
- May 6th: Saint George’s Day/Army Day
- May 24th: Culture and Literacy Day

2. Examination

Each semester is followed by an examination period which starts at the beginning of January and May respectively. Most of the courses offered at UE–Varna include exams. When that is not the case, evaluation is based mostly on classroom tasks, presentations, projects and tests.

3. Grading system

**ECTS grading scale (2009) vs. UE-Varna grades**

<table>
<thead>
<tr>
<th>ECTS grade</th>
<th>UE-Varna grade</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>6</td>
<td>Excellent – outstanding performance with only minor errors</td>
</tr>
<tr>
<td>B</td>
<td>5</td>
<td>Very good – above average standard but with some errors</td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>Good – generally sound work with a notable number of errors</td>
</tr>
<tr>
<td>D, E</td>
<td>3</td>
<td>Satisfactory – fair but with significant shortcomings</td>
</tr>
<tr>
<td>F, FX</td>
<td>2</td>
<td>Fail – considerable further work is required</td>
</tr>
</tbody>
</table>
**International Cooperation**

UE–Varna has traditionally been open to the exchange of knowledge as well as that of educational and research experience with foreign academic centres. The University maintains international contacts and cooperates with over 130 foreign universities. It is a party in different projects like ERASMUS+, CEEPUS, INTACCT, etc. Following is a list of partner universities:

**Partner universities**

<table>
<thead>
<tr>
<th>Country</th>
<th>University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania</td>
<td>• University “Fan S. Noli” - Korçë&lt;br&gt;• University of Tirana&lt;br&gt;• University of Elbasan “Aleksander Xhuvani”</td>
</tr>
<tr>
<td>Armenia</td>
<td>• Russian-Armenian (Slavonic) University, Yerevan&lt;br&gt;• Armenian State University of Economics, Yerevan</td>
</tr>
<tr>
<td>Austria</td>
<td>• Alpen-Adria Universität Klagenfurt</td>
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<tr>
<td>Azerbaijan</td>
<td>• Baku Business University</td>
</tr>
<tr>
<td>Belgium</td>
<td>• Karel de Grote–Hogeschool, Antwerpen</td>
</tr>
<tr>
<td>Bosnia and Herzegovina</td>
<td>• International University of Sarajevo</td>
</tr>
<tr>
<td>Croatia</td>
<td>• Algebra University College, Zagreb</td>
</tr>
<tr>
<td>Czechia</td>
<td>• Palacky University Olomouc&lt;br&gt;• Private University College of Economics Studies Ltd., Prague&lt;br&gt;• Brno University of Technology&lt;br&gt;• Mendel University in Brno&lt;br&gt;• College of Polytechnics Jihlava&lt;br&gt;• University of Defence, Brno&lt;br&gt;• Czech University of Life Sciences, Prague</td>
</tr>
<tr>
<td>Egypt</td>
<td>• The American University in Cairo&lt;br&gt;• South Valley University, Qena</td>
</tr>
<tr>
<td>Estonia</td>
<td>• Estonian Academy of Security Sciences, Tallinn&lt;br&gt;• University of Tartu&lt;br&gt;• Lääne-Viru College</td>
</tr>
<tr>
<td>Finland</td>
<td>• Seinäjoki University of Applied Sciences</td>
</tr>
<tr>
<td>France</td>
<td>• Université Paris 13 Nord&lt;br&gt;• Université Paris Diderot – Paris 7&lt;br&gt;• Université d’Orléans&lt;br&gt;• Université du Littoral Côte d’Opale&lt;br&gt;• Université de Savoie&lt;br&gt;• Aix-Marseille Université&lt;br&gt;• Université du Maine&lt;br&gt;• EM Strasbourg Business School&lt;br&gt;• Montpellier College of Tourism</td>
</tr>
<tr>
<td>Country</td>
<td>University</td>
</tr>
<tr>
<td>---------</td>
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</tr>
</tbody>
</table>
| Germany | University of Bayreuth  
|         | Technische Universität Chemnitz  
|         | Albert-Ludwigs-Universität Freiburg  
|         | Hochschule Niederrhein  
|         | Hochschule Ludwigshafen  
|         | Hochschule Mitweida  
|         | Hochschule Bonn-Rhein-Sieg  
|         | Hochschule Wismar  
|         | Hochschule Worms  
|         | ISM International School of Management GmbH, Dortmund  
|         | Technische Hochschule Ingolstadt  
|         | Hochschule Anhalt  
|         | Hochschule Aschaffenburg  
|         | Fernuniversität in Hagen  
|         | PFH Private Hochschule Göttingen  
|         | Hochschule Darmstadt  |
| Greece  | Piraeus University of Applied Sciences (T.E.I.)  
|         | Technological Educational Institute (T.E.I.) of Athens |
| Hungary | University of Miskolc  
|         | University of Debrecen  
|         | Obuda University |
| India   | Universal Business School, Mumbai |
| Ireland | University of Limerick |
| Italy   | Università degli Studi Di Bari Aldo Moro  
|         | Università degli Studi Di Firenze  
|         | Università degli Studi Di Foggia  
|         | Università degli Studi Roma Tre  
|         | Università degli Studi Di Cagliari  
|         | Sapienza University of Rome  
|         | UET Scuola Universitaria Europea per il Turismo |
| Jordan  | Princess Sumaya University of Technology, Amman  
|         | Yarmouk University, Irbid |
| Latvia  | University of Latvia  
|         | Liepaja University  
|         | Latvia University of Agriculture |
| Lithuania | Vilnius Gediminas Technical University |
| Kazakhstan | Turan University, Almaty  
|         | Taraz State University  
<p>|         | Turan-Astana University |
| Macedonia | Goce Delcev University in Stip |
| Montenegro | University of Montenegro |
| The Netherlands | Fontys University of Applied Science, Venlo |</p>
<table>
<thead>
<tr>
<th>Country</th>
<th>University</th>
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<tbody>
<tr>
<td>Poland</td>
<td>• President Stanislaw Wojciechowski Higher Vocational State School in Kalisz</td>
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<td></td>
<td>• Karol Adamiecki University of Economics in Katowice</td>
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<td></td>
<td>• Poznan University of Economics</td>
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<td></td>
<td>• Radom Academy of Economics</td>
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<td></td>
<td>• University of Szczecin</td>
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<td></td>
<td>• Warsaw School of Economics (SGH)</td>
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<td></td>
<td>• University of Warsaw</td>
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<td></td>
<td>• Cracow University of Economics</td>
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<td></td>
<td>• Lower Silesian University of Entrepreneurship and Technology in Polkowice</td>
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<tr>
<td></td>
<td>• Maria Curie-Sklodowska University (UMCS)</td>
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<td></td>
<td>• University of Applied Sciences in Nysa</td>
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<td></td>
<td>• Wroclaw University in Economics</td>
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<td></td>
<td>• University of Social Sciences, Lodz</td>
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<td></td>
<td>• University of Lodz</td>
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<tr>
<td>Portugal</td>
<td>• Instituto Politecnico do Cavado e do Ave</td>
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<td></td>
<td>• University of Coimbra</td>
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<td></td>
<td>• Instituto Politecnico de Coimbra</td>
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<tr>
<td></td>
<td>• ISAG – Instituto Superior de Administracao e Gestao</td>
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<tr>
<td>Romania</td>
<td>• Nicolae Titulescu University</td>
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<tr>
<td></td>
<td>• Bucharest University of Economics Studies</td>
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<tr>
<td></td>
<td>• University of Agricultural Science and Veterinary Medicine, Timişoara</td>
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<tr>
<td></td>
<td>• Universitatea Constantin Brâncuşi, Târgu-Jiu</td>
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<td></td>
<td>• Lucian Blaga University of Sibiu</td>
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<tr>
<td>Russia</td>
<td>• Ural Federal University, Ekaterinburg</td>
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<td></td>
<td>• Northen Arctic Federal University, Arkhangelsk</td>
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<td></td>
<td>• Ogarev Mordovia State University, Saransk</td>
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<td></td>
<td>• Moscow University of Finance and Law</td>
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<td>• Russian University of Cooperation</td>
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<td>Serbia</td>
<td>• University of Niš</td>
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<td>• University of Novi Sad</td>
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<td>Slovakia</td>
<td>• Matej Bel University, Banská Bystrica</td>
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<td></td>
<td>• University of Economics in Bratislava</td>
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<td>Slovenia</td>
<td>• University of Primorska, Koper</td>
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<td>• University of Maribor</td>
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<td>Spain</td>
<td>• Escola Universitaria Formatic Barn</td>
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<td>• University of Deusto</td>
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<td>• Universitat de Lleida</td>
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<td>• University of Granada</td>
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<td>Sweden</td>
<td>• Högskolan Kristianstad</td>
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<tr>
<td>Turkey</td>
<td>• Yaşar University, Izmir</td>
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<td>• Pamukkale University</td>
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<td>• Bahcesehir University, Istanbul</td>
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<td>• Istanbul Kemerburgaz University</td>
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<td>• Balıkesir University</td>
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<td>• Bingöl University, Denizli</td>
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<td>• Marmara University, Istanbul</td>
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<td>• Haliç University, Istanbul</td>
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<td>• Uludağ University, Bursa</td>
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<td>• Kastamonu University</td>
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<td>• Karabük University</td>
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<td>• Maltepe University, Istanbul</td>
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<td>• Gümüşhane University</td>
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<td>• Trakya University, Edirne</td>
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<td>• Nişantaşı University, Istanbul</td>
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<td>• Yalova University</td>
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<tr>
<td>Ukraine</td>
<td>• Odessa National Economic University</td>
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<td></td>
<td>• Kyiv National University of Trade and Economics</td>
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<tr>
<td></td>
<td>• National Academy of Statistics, Accounting and Audit, Kyiv</td>
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<tr>
<td></td>
<td>• National Technical University “Kharkiv Politechnic Institute”</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>• Nottingham Trent University</td>
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</tbody>
</table>
Studying at the University of Economics – Varna

1. How to apply to the University of Economics – Varna

Mobility students who would like to study at the UE–Varna in the winter semester or for a full academic year should submit their application forms through the electronic system of the University after the nomination deadline – 15th June. Those who would like to study in the summer semester should submit their application forms after the nomination deadline – 30th November. The complete set of documents is:

1. Application Form
2. Learning Agreement
3. Housing Application
4. 4 passport-size photos (3.5 x 4.5 cm)

Step-by-step procedure

Step 1: Check for agreements between your home University and UE–Varna by contacting your International Relations Office. The person in charge will inform you about the procedures for you to be selected as an Erasmus+ mobility student.

Step 2: After passing the selection procedures, your home University must nominate you in our online application system at: http://webstudent.ue-varna.bg/client/?page=login&op=incoming_admin

Nominations should be sent by 15th June for winter semester and full academic year and by 30th November for summer semester.

After this step you will receive an e-mail with login information for access to our electronic system at the following link: http://webstudent.ue-varna.bg/client/?page=login&op=incoming_student

Step 3: All documents must be sent to exchange_students@ue-varna.bg and via post to UE–Varna International Relations Office.
**Step 4:** During the application process, you need to choose between two types of accommodation: student dormitory or private accommodation. If you choose the University dormitory, you need to submit your Housing Application as soon as possible as the space is limited. It is also important to notify the IRO about the exact date and time of your arrival. You can find more information about this in “Accommodation”. For further information, contact the International Relations Office.

2. What to do before arrival?

**Get a visa**

Visa regulations for tourists are liberal: Bulgaria has agreements with numerous countries for allowing visitors to stay in the country without a visa for up to 90 days. Exchange students from EU countries do not need a visa. Exchange students from non-EU countries must obtain visa D in order to study at UE–Varna.

**Get insurance**

According to the current Bulgarian legislation concerning health services, foreign citizens on a short-term stay in this country (up to 3 months or one semester) are to pay for the medical services provided to them in full, unless the country they come from is a member of a special international agreement, stating otherwise, to which the Republic of Bulgaria is also a party. Foreign students from EU and EEA member states should have the forms E128, E111 or the EHIC card. The document type depends on the authorized insurance agency at the country of origin. Students from non-EU member states must obtain health insurance valid on the territory of the Republic of Bulgaria from the authority responsible for health affairs in their home country. This certificate should contain clear description of the scope of their rights. Students have to obtain health insurance certificates prior to their arrival in Bulgaria. Health insurance is necessary for visa D application.
Also...

You are advised to bring your ISIC card. The card is recognized in Bulgaria and can be helpful when purchasing international train tickets, plane tickets or visiting museums. With your ISIC card you can also get special discounts at different shops and clubs.

Motor vehicle drivers should possess a valid local or international driving licence. You need “green card” insurance for your own vehicle.
3. How to get started at the University of Economics – Varna?

**Introduction week**

During your first week, you will get an in-depth review of the information in this guide and much more. You will learn about studies, accommodation, facilities, tutoring, trips arranged for international students, etc.

**Selecting courses**

You can find the courses offered in English for the incoming Erasmus+ students in this booklet. Having chosen your courses, you are given the chance to re-select some courses during the first two weeks of studies.

**Tutoring**

Mobility students can get tutoring during tutoring hours from their lecturers upon request. Group meetings for mobility students are also an option.

**Bulgarian language courses**

Courses in Bulgarian Language are offered free of charge to our Erasmus+ students each semester. Students can earn ECTS credits for these courses.
About the University of Economics – Varna

The main building of the University of Economics – Varna is situated in the city centre, near the Sea Garden. The University building is open from 7.00 a.m. to 7.30 p.m.

Sports Facilities

UE–Varna Sports Centre accommodates five indoor sports training facilities: large volleyball and basketball courts, volleyball and gymnastics courts also used for concert choreography and training, a training basketball court, a table tennis room and a gym.

The Library

The University library, situated on the 4th, 5th and 6th floor in the University main building, features over 350,000 specialized volumes, and a subscription to the best professional electronic databases. Students have free access to the books and magazines they need in the spacious reading room.

Students can use textbooks and materials, take advantage of the library electronic catalogue, process and edit their work on computers, get access to the Internet.

The reading room working hours are 9.00 – 18.00 Monday through Friday, 8.30 – 12.30 on Saturdays.

BULGARIAN LANGUAGE TIP
Where is…?
[Kade e?] Къде е?

How can I get to…?
[Kak moga da stigna do?] Как мога да стигна до ....?
What is UE - Varna student life like?

Accommodation

The city of Varna is a major transportation centre in Bulgaria. You have different options to reach it – by air, by bus, by train or by car. The airport is one of the biggest in the country and has flights to/from most European countries.

The International Relations Office at the University works with partners who assist students with finding accommodation. Mobility students can be accommodated at the University dormitory. The space is limited for Erasmus+ students and accommodation is determined on a ‘first come, first served’ basis. All rooms are furnished with desks, beds, wardrobes, cupboards and chairs, living room and bathroom facilities. It is located near the University building. The monthly rent is EUR 100 per person for incoming Erasmus+ students.

Hotel accommodation is also available and the bed&breakfast price for a double room per night ranges from EUR 15 to 25 (preferential price).

For those who prefer to rent a flat in Varna, the International Relations Office recommends to contact real estate agencies in Varna that can provide you with private/shared rooms in apartments located near the University.

The cost of renting a fully equipped private/shared room near the city center of Varna is between EUR 100 and EUR 150 per person/month. The International Relations Office should be notified about the exact date and time of arrival at least a week in advance, so that accommodation can be arranged.

For more information, contact:
Tel: +359 52 830 812
E-mail: exchange_students@ue-varna.bg

Address of the dormitory:
Bregalnitsa Str., block 1 and 2
Student Organizations

Students of UE–Varna participate in different organizations among which are: AIESEC, The Erasmus Student Network (ESN–Varna), Student Council and The National Representative Assembly of Student Councils. These structures keep students well informed about a wide range of issues related to their circumstances and actively participate in civil and international projects.

Student Identification Card

Erasmus+ students are issued student identification cards. With your student ID card, you may receive discounts in purchasing entrance tickets/cards for swimming pools, gyms, museums and clubs. You will need a passport format photo when you arrive in Varna.

Living in Bulgaria and Varna

Republic of Bulgaria
Brief profile

Population: 7.1 million
Area: 110,993 sq. km
Language: Bulgarian
Predominant Religion: Eastern Orthodox
Summer average temperatures:
26 °C ~ 32 °C
Winter average temperatures:
-5 °C ~ 5 °C
Time zone:
UTC +2; Apr – Sept UTC +3
Capital: Sofia
Largest cities: Plovdiv, Varna

Located in south-eastern Europe, Bulgaria is a neighbour of Romania, Greece, Serbia, Macedonia, Turkey and has a beautiful seaside border with the Black Sea to the east.
Bulgaria is a country with an ancient history and plenty to discover. Today, it is a member of the European Union and NATO. The region of Varna is famous for its seaside resorts like Golden Sands, Sunny Day and Albena. The climate is moderate with a few rainy days and not much snow. Varna is one of the biggest cities in Bulgaria with a well-developed economy and offers to young people various opportunities to study, work and have fun. The cost of living is comparable to other mid-sized cities in central and eastern Europe. In 2017 Varna is the European Youth Capital.

**Useful Information**

**Getting around**

It is easy to walk from the main building of the university to the city center, to the dormitories and to the Sea Garden. A trip by bus costs 1 lev and the ticket is bought at the bus. Approximate price for a taxi ride within the city is 3–6 BGN.

**Currency**

The Bulgarian currency is called “lev” (BGN). One lev is divided into 100 stotinki. Payment is in leva (levs); many stores accept credit cards: Mastercard-Eurocard and VISA. The exchange rate of the lev is fixed to the euro at roughly 1.96 BGN leva for 1 euro.
Catering Facilities

The various catering establishments in the city of Varna are able to satisfy the different tastes and needs of its visitors. Along with local specials you can also find Italian, Indian and Chinese food. There are numerous establishments offering seafood specials. Most restaurants are open between 11.00 – 24.00 daily. The University of Economics – Varna features a modern canteen, accommodating 220 people where a full lunch costs no more than 4,00 leva (EUR 2). Supermarkets are open from 8.00 to 21.00. There are a lot of shops open 24 hours.

Where to go and what to see

Sights, museums and galleries

Numerous museums in Varna are waiting to dip you into their unique atmosphere. All of them have their “stories” to tell and rich historical heritage to show. Varna museums are full of treasures from all periods of the city’s history, and will interest both the informed archaeologist and the casual visitor.

You can visit several museums:
Archaeological Museum
Natural Science Museum
Museum of Varna
The Museum of Modern History
The National Revival Museum

Places of natural and architectural beauty:

Roman Baths
Euxinograd Palace
Pobiti Kamani
Aladzha Monastery
Varna City Art Gallery Boris Georgiev
Varna Dolphinaruim
Aquarium
Planetarium
...various Festivals
Cinemas

Films shown in local cinemas (movie theaters) are not dubbed and have subtitles in Bulgarian.

Theatre, Opera and Ballet

The Theatre and Opera House is in the city centre. It was built nearly a century ago after the fashion of the city of Vienna. It houses a theatre, an opera and philharmonic halls. Its foundations were laid by actors in the French Army during the Crimean War of 1856. The first theatrical performance of Bulgarian drama was given here. Not far away from it is the Puppet Theatre where the Golden Dolphin Festival of Puppets takes place every three years, including 2017.

The University is located in the city centre, just five minutes away from the beach and across from the Sea Garden – the biggest park in Varna. Along the beach, you will find a lot of places where you can go with your new friends. In the Sea Garden you can enjoy your free time walking, jogging, biking or doing other outdoor sports activities. Furthermore, Varna offers different cultural activities and festivals.

Varna offers many opportunities for nightlife entertainment with many discos, clubs, bars and live music. During the summer, lots of new bars at the seafront open gates to welcome local people, students and tourists so parties and good atmosphere are a must. So, don’t miss this opportunity and join Varna’s nightlife!
### Useful Phrases

**Bulgarian**

<table>
<thead>
<tr>
<th>[spoken]</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Добро утро</td>
<td>Good Morning</td>
</tr>
<tr>
<td>Добър вечер</td>
<td>Good Evening</td>
</tr>
<tr>
<td>Добър ден</td>
<td>Good Day</td>
</tr>
<tr>
<td>Здравейте</td>
<td>Hello</td>
</tr>
<tr>
<td>Как сте?</td>
<td>How are you?</td>
</tr>
<tr>
<td>Добре</td>
<td>good, fine</td>
</tr>
<tr>
<td>Аз съм добре</td>
<td>I am all right</td>
</tr>
<tr>
<td>Благодаря</td>
<td>Thank you</td>
</tr>
<tr>
<td>Извинявайте</td>
<td>Excuse me</td>
</tr>
<tr>
<td>Как се казвате?</td>
<td>What is your name?</td>
</tr>
<tr>
<td>Имате ли меню на английски?</td>
<td>Do you have a menu in English?</td>
</tr>
<tr>
<td>Поставете стартър</td>
<td>Starters</td>
</tr>
<tr>
<td>Основни ястия</td>
<td>Main courses</td>
</tr>
<tr>
<td>Десерт</td>
<td>Dessert</td>
</tr>
<tr>
<td>Вегетариански ястия</td>
<td>Vegetarian</td>
</tr>
<tr>
<td>Пиле</td>
<td>Chicken</td>
</tr>
<tr>
<td>Риба</td>
<td>Fish</td>
</tr>
<tr>
<td>Свинско</td>
<td>Pork</td>
</tr>
<tr>
<td>Телешко</td>
<td>Veal/Beef</td>
</tr>
<tr>
<td>Картофи</td>
<td>Potatoes</td>
</tr>
<tr>
<td>Ориз</td>
<td>Rice</td>
</tr>
<tr>
<td>Манастир</td>
<td>Monastery</td>
</tr>
<tr>
<td>Каперчета</td>
<td>Capers</td>
</tr>
<tr>
<td>Бяло вино</td>
<td>White wine</td>
</tr>
<tr>
<td>Червено вино</td>
<td>Red wine</td>
</tr>
<tr>
<td>Вода</td>
<td>Water</td>
</tr>
</tbody>
</table>

**English**

<table>
<thead>
<tr>
<th>[spoken]</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Сметката, ако обичате</td>
<td>Can we have the bill, please?</td>
</tr>
<tr>
<td>Бихте ли ми помогнали?</td>
<td>Would you please help me?</td>
</tr>
<tr>
<td>Колко струва това?</td>
<td>How much does this cost?</td>
</tr>
<tr>
<td>Къде мога да купя...?</td>
<td>Where can I buy...?</td>
</tr>
<tr>
<td>Дрехи</td>
<td>Clothes</td>
</tr>
<tr>
<td>Обувки</td>
<td>Shoes</td>
</tr>
<tr>
<td>Храна</td>
<td>Food</td>
</tr>
<tr>
<td>Цигари</td>
<td>Cigarettes</td>
</tr>
<tr>
<td>Подаръци</td>
<td>presents/gifts</td>
</tr>
<tr>
<td>Къде се намира?</td>
<td>Where is ...?</td>
</tr>
<tr>
<td>Улица/Булевард...</td>
<td>Street/Boulevard</td>
</tr>
<tr>
<td>Площад/Паметник</td>
<td>Square/Monument</td>
</tr>
<tr>
<td>Пошта/Аеропорт</td>
<td>the post/the airport</td>
</tr>
<tr>
<td>Ресторант</td>
<td>restaurant</td>
</tr>
<tr>
<td>Пазара/Аптеката</td>
<td>the market/pharmacy</td>
</tr>
<tr>
<td>Как да стигна до...?</td>
<td>How can I get to ...?</td>
</tr>
<tr>
<td>Хотел...</td>
<td>hotel</td>
</tr>
<tr>
<td>Жп гарата</td>
<td>the train station</td>
</tr>
<tr>
<td>Автобусна спирка</td>
<td>the bus station</td>
</tr>
<tr>
<td>Вървете</td>
<td>Walk</td>
</tr>
<tr>
<td>Магазин</td>
<td>Shop</td>
</tr>
<tr>
<td>Спирка</td>
<td>Bus/tram stop</td>
</tr>
<tr>
<td>Наляво</td>
<td>The first/second intersection...</td>
</tr>
<tr>
<td>Надясно</td>
<td>to/on the left</td>
</tr>
<tr>
<td>На првото кръстовище</td>
<td>to/on the right</td>
</tr>
<tr>
<td>През първото кръстовище</td>
<td>straight ahead</td>
</tr>
<tr>
<td>Как е тази улица?</td>
<td>What street is this?</td>
</tr>
<tr>
<td>Къде се намирам?</td>
<td>Where am I?</td>
</tr>
</tbody>
</table>
Erasmus+ students about their experience at the University of Economics – Varna

I remember, when I arrived in Varna I was very impressed by the clean air in Varna, because in my city, Yekaterinburg, the air is very polluted due to the local industrial activities. I really like the local environment in Varna, especially the sea.

I am very happy to be here in Varna because I really wanted to improve my English and other important skills. European Union gives me an opportunity to do this, so I think, I must do everything what is possible while I am here. In my opinion the University of Economics - Varna is very modern, everything you need for education is there. The learning environment is carefully planned and well-organized. For example, in Russia we are overloaded with a lot of homework, and here I have more time to develop myself and to acquire new skills.

Ivan Lupey, Russia

If someone asks me about my first impression of UE-Varna, I would say that the university itself is quite remarkable. When I saw the university building in real, I was very impressed. I can say – a very nice building, which looks like a museum or an art gallery. Also, I really like the lecturers of UE-Varna. All of them are experts that is why all the subjects, which I chose, are excellently shaped in a very professional way. The lectures and seminars are very interesting for me, as well. Moreover, the university gave to all Erasmus students the opportunity to study Bulgarian language, which helps us integrate into the local community. Now I have more foreign friends, including Bulgarian ones. And I think I have made good friendships. We are not just studying together, we are going out and making some trips together.

Dalibor Šmýd, Czechia

Erasmus has really changed my life; it has given me invaluable experience that I will never forget. For me Erasmus is not just about studying in another country, it is about meeting new people, traveling around, learning new traditions, etc. It is a very good experience not to live with your parents, but with other students, to have different activities with them. It is like a new life for me.

The most important thing why I really love the University of Economics – Varna is the huge difference between my home university in Yerevan and here. Lectures and seminars are very divergent from what we have in Armenia. Studying abroad for a limited period of time as part of an Erasmus exchange showed to me what all this difference means. I made great progress with my level of training and I am really willing to use it in the future.

Marie Avanesyan, Armenia
My Erasmus + in Bulgaria means to me getting to know myself. I have learned new things every single day. I had the opportunity to study at the University of Economics - Varna in English, so this was something new for me and I could improve my English skills. I have learned about the history, customs, traditions and culture of this country. I have made friends from all over the world, my Erasmus family makes me really happy. I’m separating my life before and after Erasmus, this is an enriching experience.

**Lenka Strachonova, Czechia**

Varna is the perfect place to be as an Erasmus student. You could never be bored. The city offers endless opportunities for everyone. Those who like sports can visit several sports centres, the lovers of gastronomy can choose from hundreds of restaurants or you can try your luck in one of the casinos. The fantastic atmosphere of the Sea Garden is unforgettable. Numerous clubs make parties not just at the weekends but on weekdays, too. The beach bars are the best places to spend the afternoons after school. The living costs are low so you can easily manage on your Erasmus scholarship. You can take part in amazing excursions to the unique stone forest, Nessebar, Sunny Beach, Provadia, Bourgas or Veliko Tarnovo.

**Marton Gere, Hungary**

Erasmus means meeting new people, getting to know different cultures, making new friends, eating different foods, travelling. Wherever you go, you become part of that country, you change something there. It is difficult to put into words the experience that you will get. Life abroad has changed me, I am now more open and independent. All the people and places have become so dear to me. At the beginning you can feel scared, alone or nostalgic, that’s normal. It doesn’t matter: people will make you feel at home and will help you. You won’t regret about it. That’s a great experience, it opens your mind. You will not be Italian, French, German or Spanish: you will be European. Don’t think, just GO!

**Edoardo Marongiu, Italy**
PART THREE
STUDY PROGRAMME FOR EXCHANGE STUDENTS

Lecturers

Chief Assist. Prof. Vanya Kraleva, PhD
Email: vanya.kraleva@ue-varna.bg
Courses: Nonprofit Marketing

Chief Assist. Prof. Maria Veleva, PhD
Email: maria.veleva@ue-varna.bg
Courses:
- Training and Career Management in Organizations
- Soft Skills for Management

Assoc. Prof. Vladimir Dosev, PhD
Email: vl_dosev@ue-varna.bg
Course: Bulgarian Language

Assoc. Prof. Yordan Ivanov, PhD
Email: jordan.ivanov@ue-varna.bg
Course: Strategy and Tactics of Pricing

Senior Lecturer Boris Abrashev
Email: borabr@abv.com
Courses:
- Business Communications
- Aspects of Bulgarian History, Culture and Everyday Life

Assist. Prof. Petar Petrov
Email: p.k.petrov@ue-varna.bg
Courses:
- Online Research Methods
- Talent Management
Assoc. Prof. Violeta Dimitrova, PhD
Email: violeta_dimitrova@ue-varna.bg
Course: Strategic Retail Management

Assoc. Prof. Michal Stojanov, PhD
Email: michal.stojanov@ue-varna.bg
Course: Strategic Retail Management

Assoc. Prof. Hristo D. Mavrov, PhD
Email: mavrov_h@abv.bg
Courses:
• Managerial Economics
• Macroeconomic Theory and Policy for Media Interpretation

Chief Assist. Prof. Aleksandar Shivarov, PhD
Email: a.shivarov@ue-varna.bg
Course: Environmental Economics

Prof. Zoya Mladenova, PhD
Email: zoya_mladenova@ue-varna.bg
Course: Transnational Corporations and Foreign Direct Investment

Assoc. Prof. Rosen Nikolaev, PhD
Email: nikolaev_rosen@ue-varna.bg
Course: Modeling in Economics

Assoc. Prof. Petya Dankova, PhD
Email: dankova@ue-varna.bg
Course:
• Business Psychology
• Cultural Entrepreneurship

Assoc. Prof. Nadezhda Filipova, PhD
Email: filipova@ue-varna.bg
Courses:
• Principles of Information Systems
• Software Packages for Customer Relationship Management
• BPM Systems

Assoc. Prof. Veselina Dimitrova, PhD
Email: vesselina.dimitrova@ue-varna.bg
Courses:
• International Transportation, Trade and Logistics
• Cluster Policy in the EU

Assoc. Prof. Maria Stanimirova, PhD
Email: maria_stanimirova@ue-varna.bg
Course: Business Consulting
Assoc. Prof. Desislava Serafimova, PhD
Email: serafimova_d@ue-varna.bg
Courses:
• Fundamentals of Management
• Corporate Social Responsibility

Assoc. Prof. Georgi Marinov, PhD
Email: gmarinov@ue-varna.bg
Courses:
• International Financial Markets
• Panel Data Econometrics

Chief Assist. Prof. Katya Vladova, PhD
Email: vladova_k@ue-varna.bg
Courses:
• Entrepreneurship and Management of Small Business
• Business Growth Management
• International Entrepreneurship
• Corporate Governance

Chief Assist. Prof. Stefan Kalpachev, PhD
Email: stefan.kalpachev@ue-varna.bg
Course: Career Development

Chief Assist. Prof. Radan Miryanov, PhD
Email: miryanov@ue-varna.bg
Course: Modeling in Economics

Chief Assist. Prof. Todor Dyankov, PhD
Email: todordyankov@abv.bg
Courses:
• Marketing Communications
• Customer Relations Management in Tourism

Assoc. Prof. Julian Vasilev, PhD
Email: vasilev@ue-varna.bg
Courses:
• ERP Systems
• Business Analysis
• Geographic Information Systems (GIS)

Assist. Prof. Silvia Dimitrova, PhD
Email: silvia_dimitrova@ue-varna.bg
Course: Fundamentals of Management

Prof. Fanya Filipova, PhD
Email: fanya_filipova@ue-varna.bg
Course: International Harmonization of Accountancy and Audit

Senior Lecturer Kristana Ivanova
Email: kristana_ivanova@ue-varna.bg
Courses:
• Business Presentations
• Business Communications
Assoc. Prof. Evgeniya Tonkova, PhD
Email: evge@mbox.digsys.bg
Courses:
• Distribution Management
• Innovative Marketing

Assoc. Prof. Nevyan Neykov
Email: nevyan_neykov@ue-varna.bg
Courses:
• ERP Systems
• Geographic Information Systems (GIS)

Senior Lecturer Diana Miteva
Email: diana_mitevabg@ue-varna.bg
Course: Intercultural Aspects of Business

Assoc. Prof. Valentina Makni, PhD
Email: valentina.makni@ue-varna.bg
Course: Network Marketing

Assoc. Prof. Genka Rafailova, PhD
Email: genka@rafailova.org
Courses:
• Event Management
• Creative Industry and Creative Business

Assoc. Prof. Kaloyan Kolev, PhD
Email: kolevk@ue-varna.bg
Courses:
• Behavioral Economics
• Public Choice

Prof. Dr. Sc. Oec. Ivona Yakimova
Email: ivona@triada.bg
Course: Comparative Economic Systems

Assoc. Prof. Dancho Petrov, PhD
Email: d.petrov@finance-varna.com
Course: Financial Management

Chief Assist. Prof. Aleksandar Todorov, PhD
Email: atodorov@ue-varna.bg
Course: Personnel Economics

Chief. Assist. Prof. Krasimira Yancheva, PhD
Email: krasimira_yancheva@ue-varna.bg
Course: Management and Animation in the Entertainment Industry
Chief Assist. Prof. Ivo Kostov, PhD
Email: i.kostov@ue-varna.bg
Course: Business Valuation

Assoc. Prof. Teodora Zapryanova, PhD
Email: teodorazap@ue-varna.bg
Course: Mathematical Analysis

Assist. Prof. Nevena Dobreva, PhD
Email: nevena.dobreva@ue-varna.bg
Course: Cultural Entrepreneurship

Assist. Prof. Boriana Antonova, PhD
Email: b.antonova@ue-varna.bg
Course: Capitalism, Modernisation and Globalisation in the Balkans during the 19 Century
Courses Offered for Academic Year 2017/2018

Erasmus+ students are advised to take part in the core programme in which courses are held in English, and to choose electives they are interested in.


<table>
<thead>
<tr>
<th>COURSE</th>
<th>PROFESSOR</th>
<th>HOURS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial Economics</td>
<td>Hristo Mavrov</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Environmental Economics</td>
<td>Aleksandar Shivarov</td>
<td>30/15</td>
<td>5</td>
</tr>
<tr>
<td>Strategic Retail Management</td>
<td>Violeta Dimitrova and Michal Stojanov</td>
<td>30/30</td>
<td>6</td>
</tr>
<tr>
<td>Strategies and Tactics of Pricing</td>
<td>Yordan Ivanov</td>
<td>30/15</td>
<td>5</td>
</tr>
<tr>
<td>Training and Career Management in Organizations</td>
<td>Maria Veleva</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Entrepreneurship and Management of Small Business</td>
<td>Katya Vladova</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Principles of Information Systems</td>
<td>Nadezhda Filipova</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>ERP Systems</td>
<td>Julian Vasilev and Nevyan Neykov</td>
<td>30/30</td>
<td>6</td>
</tr>
<tr>
<td>Online Research Methods</td>
<td>Petar Petrov</td>
<td>30/15</td>
<td>6</td>
</tr>
<tr>
<td>Bulgarian Language</td>
<td>Vladimir Dosev</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Business Communications</td>
<td>Boris Abrashev</td>
<td>30/30</td>
<td>5</td>
</tr>
<tr>
<td>Corporate Social Responsibility</td>
<td>Desislava Serafimova</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Business Valuation</td>
<td>Ivo Kostov</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Business Growth Management</td>
<td>Katya Vladova</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Management and Animation in the Entertainment Industry</td>
<td>Krassimira Yancheva</td>
<td>45/15</td>
<td>6</td>
</tr>
</tbody>
</table>
# Bachelor’s degree courses – Summer Semester (26.02.2018–26.05.2018)

<table>
<thead>
<tr>
<th>COURSE</th>
<th>PROFESSOR</th>
<th>HOURS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comparative Economic Systems</td>
<td>Ivona Yakimova</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Transnational Corporations and Foreign Direct Investment</td>
<td>Zoya Mladenova</td>
<td>30/30</td>
<td>6</td>
</tr>
<tr>
<td>Macroeconomic Theory and Policy for Media Interpretation</td>
<td>Hristo Mavrov</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Behavioral Economics</td>
<td>Kaloyan Kolev</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Modeling in Economics</td>
<td>Rosen Nikolaev and Radan Miryanov</td>
<td>30/30</td>
<td>6</td>
</tr>
<tr>
<td>Fundamentals of Management</td>
<td>Desislava Serafimova and Silvia Dimitrova</td>
<td>30/30</td>
<td>7</td>
</tr>
<tr>
<td>International Transportation, Trade and Logistics</td>
<td>Veselina Dimitrova</td>
<td>30/15</td>
<td>5</td>
</tr>
<tr>
<td>Business Consulting</td>
<td>Maria Stanimirova</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Business Psychology</td>
<td>Petya Dankova</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Career Development</td>
<td>Yordan Ivanov and Stefan Kalpachev</td>
<td>30/30</td>
<td>6</td>
</tr>
<tr>
<td>Event Management</td>
<td>Genka Rafailova</td>
<td>30/15</td>
<td>6</td>
</tr>
<tr>
<td>Marketing Communications</td>
<td>Todor Dyankov</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Software Packages for Customer Relationship Management</td>
<td>Nadezhda Filipova</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Bulgarian Language</td>
<td>Vladimir Dosev</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Business Communications</td>
<td>Kristana Ivanova</td>
<td>30/30</td>
<td>5</td>
</tr>
<tr>
<td>Aspects of Bulgarian History, Culture and Everyday life</td>
<td>Boris Abrashev</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Mathematical Analysis</td>
<td>Teodora Zapryanova</td>
<td>30/30</td>
<td>7</td>
</tr>
</tbody>
</table>

All chosen courses will take place no matter the number of enrolled students. In case there are less than 4 students choosing a certain course, teaching will be in the form of individual sessions or tutorials.
Erasmus+ students are advised to take part in the core programme in which courses are held in English, and to choose electives they are interested in.


<table>
<thead>
<tr>
<th>COURSE</th>
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<th>HOURS</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Harmonization of Accountancy and Audit</td>
<td>Fanya Filipova</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>International Financial Markets</td>
<td>Georgi Marinov</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Public Choice</td>
<td>Kaloyan Kolev</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Panel Data Econometrics</td>
<td>Georgi Marinov</td>
<td>30/30</td>
<td>6</td>
</tr>
<tr>
<td>Personnel Economics</td>
<td>Aleksandar Todorov</td>
<td>30/15</td>
<td>6</td>
</tr>
<tr>
<td>Distribution Management</td>
<td>Evgeniya Tonkova</td>
<td>45/15</td>
<td>7</td>
</tr>
<tr>
<td>Corporate Governance</td>
<td>Katya Vladova</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Soft Skills for Management</td>
<td>Maria Veleva</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Talent Management</td>
<td>Petar Petrov</td>
<td>30/15</td>
<td>6</td>
</tr>
<tr>
<td>Bulgarian Language</td>
<td>Vladimir Dosev</td>
<td>45/15</td>
<td>6</td>
</tr>
<tr>
<td>Financial Management</td>
<td>Dancho Petrov</td>
<td>45/15</td>
<td>7</td>
</tr>
<tr>
<td>Business Analysis</td>
<td>Yulian Vasilev</td>
<td>30/30</td>
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<td>Nonprofit Marketing</td>
<td>Vanya Kraleva</td>
<td>30/15</td>
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<tr>
<td>Cultural Entrepreneurship</td>
<td>Petya Dankova and Nevena Dobreva</td>
<td>30/15</td>
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<tr>
<td>International Entrepreneurship</td>
<td>Katya Vladova</td>
<td>45/15</td>
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# Master's degree courses – Summer Semester (26.02.2018–26.05.2018)

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<th>COURSE</th>
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<td>Cluster Policy in the EU</td>
<td>Veselina Dimitrova</td>
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<td>Network Marketing</td>
<td>Valentina Makni</td>
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<td>Innovative Marketing</td>
<td>Evgeniya Tonkova</td>
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<td>Creative Industry and Creative Business</td>
<td>Genka Rafailova</td>
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<tr>
<td>Geographic Information Systems (GIS)</td>
<td>Yulian Vasilev and Nevyan Neykov</td>
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<td>Business Process Management Systems</td>
<td>Nadezhda Filipova</td>
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<td>Bulgarian Language</td>
<td>Vladimir Dosev</td>
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<td>Intercultural Aspects of Business</td>
<td>Diana Miteva</td>
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<tr>
<td>Business Presentations</td>
<td>Kristana Ivanova</td>
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<tr>
<td>Customer Relations Management in Tourism</td>
<td>Todor Dyankov</td>
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<tr>
<td>Capitalism, Modernization, and Globalization in the Balkans during the 19th Century</td>
<td>Boryana Antonova</td>
<td>30/30</td>
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All chosen courses will take place no matter the number of enrolled students. In case there are less than 4 students choosing a certain course, teaching will be in the form of individual sessions or tutorials.
Course Descriptions

BACHELOR’S DEGREE COURSES – WINTER SEMESTER

Managerial Economics, ECTS 6,

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Hristo Mavrov*

Managerial Economics is designed to provide a solid foundation of economic understanding for use in managerial decision making. The fundamental goal of the course is to show students how microeconomic theoretical concepts can actually be used in the real world decision making. The main problems discussed during the lectures will be as follows: Basic optimization techniques, Demand analysis and estimation, Production theory and cost analysis, Market structure analysis and the role of government in the market economy.

Environmental Economics, ECTS 4

*Lectures – 30 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Aleksandar Shivarov*

Environmental economics focuses on the links between the economy and the environment. It relies on standard microeconomic concepts and methods for describing the actions of people and the impact of those actions on the environment. Special attention is paid to the property rights governing resources use. Under inappropriate systems of property rights externalities or effects of an activity that are not taken into account in its price may arise. This leads to market failures, meaning inefficient outcomes from an economic viewpoint. The course explores the main economic incentives for environmental protection and optimal use of natural resources. After completion of this course, students will better understand how economic forces influence the behaviour of both consumers and producers towards the environment, how the behaviour of economic agents affects the utilization of natural resources and the quality of the environment, and how governmental policies influence these relationships.

Strategic Retail Management, ECTS 6

*Lectures – 30 hours; Seminars – 30 hours; Lecturers: Assoc. Prof. Violeta Dimitrova and Assoc. Prof. Michal Stojanov*

Retailing is a complex of different business activities involved in selling goods and services to consumers for their personal and household use. Retailing is an important economic sector, which plays a vital economic role in society and for the local, national and global economy. The programme concentrates its topics on most important aspects in the physical movement and transfer of ownership of goods and services from producer to consumer organized in different retail formats and contemporary distribution channels.
Strategies and Tactics of Pricing, ECTS 5

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Yordan Ivanov

“Strategy and Tactics of Pricing” is an applied economic discipline. Its object of study is the prices. The subject is price management in the context of the conditions of the internal and external environment of the organization. In this course students will gain knowledge of the planning, analysis and control of the activities related to corporate pricing. They will learn about analysis of existing competitive advantages and models of consumer behavior that affect the development of pricing strategies and tactics of organizations. Content, theses and analyses covered in the course, enabling students to acquire a system of theoretical knowledge:

• The nature of prices and its relationship with the value;
• Pricing strategies and tactics of organizations;
• The development of pricing policy, as a system of strategies and tactics;
• Costs, customers and competition as factors for the construction of the pricing behavior of organizations from;
• Models of consumer behavior and pricing;
• Measuring price sensitivity;
• Possible strategies based on segmentation, consumer behavior and product life cycle.
• Practical knowledge for overall management and price formation in the companies and their market adaptation and implementation related to:
• Identification, analysis and assessment of the limits of internal and external environment in terms of prices;
• Analysis of the cost - value for full satisfaction of customer needs;
• Establishing a system of strategic and tactical actions for profitable pricing;
• Determining the appropriate price of goods and services for the markets, segments and products. Formation of new knowledge and skills in the trainees is based on already acquired knowledge and skills in the field of general economic theory, accounting, management, marketing, strategy, technical and operational planning and analysis, and others.

Training and Career Management in Organizations, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Maria Veleva

The modem concepts about the “learning organizations” and the “learning the whole life” are part of the EU philosophy and connect the personal professional development together with the organizational development. The subject integrates both concepts and presents practically oriented activities, techniques and instruments for managers about how to develop the organization through training and development of employees. Learning them, managers can transform human resources into organizational engine,
especially during changes. The body of the subject is divided into three parts: analysis and diagnosis of the organizational needs; creating and executing teaching and development programmes; establishing strategy for employee’s development and career management based on long-term organizational needs. During the seminars students will learn the practical steps for implementing the theoretical knowledge, together with how to prepare all the needed documentation to support the training and development process in organizations.

**Entrepreneurship and Management of Small Business, ETCS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Katya Vladova*

This course focuses on how to conduct an entrepreneurial business and manage a small business company. It addresses how founders/ owners of entrepreneurial ventures and managers of small business companies exploit business opportunities and innovation as a crucial part of the business itself. This course discusses multidisciplinary concepts and theories that are used to establish and deal with entrepreneurial operations. It will provide students also with an understanding of the financing options available to start-up and develop small business companies.

This course is aimed at developing profound knowledge and skills needed to identify and evaluate market opportunities for new businesses as well as an ability to prepare presentations and business plans to attract various stakeholders: employees, partners, investors and customers. The course develops better understanding of the specifics of small business management.

**Principles of Information Systems, ECTS 6**

*Lectures - 45; Seminars – 15 hours; Lecturer: Assoc. Prof. Nadezhda Filipova*

Information systems have strategic importance for the competitive performance of modern companies in the e-business era. They are complex, highly automated, dynamic systems, entailing the application and integration of various information technologies. Consequently, today’s users must understand the concepts of information systems and the approaches to their development. They must combine computer literacy with information systems literacy. This namely determines the targets of the course. First of all, some theoretical essentials of information systems are covered, including the highlighting of a range of e-business technologies. The main activities and stages in the information systems development, and some approaches such as the life cycle model, outsourcing, prototyping, buying a package, etc., are presented.

Information systems modelling is of a particular interest for the course, as the model is a good base for the mutual work of IT professionals and end users, and this is a necessity for the final success of the information system development project. The students will be challenged to take part in discussions, as well as to write and present a paper on tangible topics of information systems. They will also face working in a team.
ERP Systems, ECTS 6  
Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Yulian Vasilev and Assist. Prof. Nevyan Neykov

ERP systems are specialized software products designed to support business processes. The discipline covers basic concepts of ERP systems, ERP modules and ERP implementation issues. The course provides explanation of ERP systems in the context of logistics management. Related technologies such as supply chain management, customer relationship management, databases and data mining are also included. The course will prove useful for students who have studied logistics, management and informatics. The course will develop key competencies for future work as ERP consultants and logistics managers.

Online Research Methods, ETCS 6  
Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assist. Prof. Petar Petrov

The aim of the course “Online Research Methods” is to introduce the students to the methods for conducting online research and their specifics. It imparts knowledge of the differences from the traditional methods and the necessary conditions for conducting successful Internet research. The focus of the course lies on the stages of the research process and on using online research systems. As a result, the students should be able to prepare and conduct research projects using Internet resources and channels.

Bulgarian Language, ECTS 6  
Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Vladimir Dosev

Bulgarian language is one of the oldest and most fascinating written languages in all Europe. The course is designed for the international Erasmus+ students at the University of Economics – Varna, who are interested in Bulgarian language. The course introduces the contemporary Bulgarian language as a communication medium. It aims to give enough language skills for various daily communication situations.

Business Communications, ECTS 5  
Lectures – 30 hours; Seminars – 30 hours; Lecturer: Senior Lecturer Boris Abrashev

The course focuses on three main areas of business communication – written and oral communication and practical skills for job interviewing. The chapters reinforce basic writing skills, then apply these skills to a variety of memos, letters, reports and resumes; feature increased coverage of contemporary business communication issues including oral communication, presentations, electronic forms of communication, cultural diversity and ethics. Special workshop discussions focus on developing career skills that students need to succeed in, such as using ethical tools, working collaboratively, observing business etiquette, resolving workplace conflict and
conducting on-line job searches.
Input builds technology skills by including discussions and applications, involving e-mail, Web research, contemporary software, on-line employment, and electronic presentations. Oral communications provide in-depth coverage of key interpersonal skills so students are equipped with the soft skills employers want, including cultural differences and communicating cross-culturally.

**Corporate Social Responsibility, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Desislava Serafimova*

The “Corporate Social Responsibility” course is designed for incoming “Erasmus +” students at the University of Economics - Varna.
Its main purpose is to present the contemporary concepts of social responsibility of business organizations and forms of their realization.
The course content highlights the historical origins and development of social responsibility as a concept and as a scientific discipline; the studies and theoretical views of European and American experts on social responsibility and their application in Bulgarian organizations; the international standards of Social responsibility, the contemporary dimensions of social responsibility in management and its reporting and assessment.
The course objective is to provoke the interest of students in the contemporary discussions and notions of business success. The aim is, therefore, the students to form new skills for developing and following a socially responsible business policy. This discipline stimulates current students and future managers to implement socially responsible practices, aimed at protecting the planet’s resources, to improve working conditions and quality of life. It also forms a broader understanding of the modern business role - as an active participant in solving various social problems and as an initiator for achieving sustainable development.

**Business Valuation, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Ivo Kostov*

The subject Business Valuation covers major aspects of the valuation of the enterprise, connected with the goals and types of valuation, the principles of business valuation, the main bases of value, the time value of money, the approaches and methods of business valuation, the analysis and correction of financial statements, the contents of the valuer’s report, valuer’s ethics, etc.
Business Growth Management, ECTS 6

Lectures – 45 hours, Seminars – 15 hours; Lecturer: Chief Assist. Prof. Katya Vladova

The issue of firm growth – how it is achieved and managed, and what consequences it has for different stakeholders – is both theoretically interesting and practically important. This course focuses on how to manage a growing business company and addresses how to deal with growth drivers, obstacles and limits. It will provide students also with an understanding of the firm growth specifics and challenges as well as with the options available to company start-up and developing.

The course is aimed at developing profound knowledge and skills needed to identify and evaluate growth opportunities and strategies for the businesses. The course will develop better understanding of the specifics of the growing process and its management.

Companies are constantly searching for new ways of creating higher profit and market share. Growth seems to be the most appropriate tool for surviving economic difficulties. Investigating new instruments and methods with which to support a company’s growth strategy thus seems key in gaining a competitive advantage. Although there is no permanent roadmap for growth, there are at least signposts along the way, and some of them can be found in the stories of courage, strength, and innovation in the case studies discussed in this course.

Management and Animation in the Entertainment Industry, ETCS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Krassimira Yancheva

The main focus of the course program is on the conceptual fundamentals and specialized knowledge of management activities and trends in the leisure industry such as culture, sports, recreational activities, animation, specialized activities for children and the youth, entertainment in amusement parks, centres for commerce and leisure and other complexes.

The specific objectives of the course are related to the acquisition of knowledge about:
• The essential and characteristics of the entertainment industry;
• Organisation and structure of the entertainment industry;
• The role of the animation in the entertainment industry;
• The technology of animation;
• Types of animation and products;
• The Folklore of Bulgaria and its implementation in the entertainment industry;
• Management and organization of special events;

After the completion of training in this discipline students should know:
Key product features, activities and organizations in the management of the entertainment industry, prerequisites, mechanisms and trends of its development. An important contribution of the course is to explain the theory through numerous successful practices, advanced processes and activities in the field.
of animation and leisure.
The trainees expand their knowledge and form new skills concerning the use of new trends and forecasts in the development of the entertainment industry.
The course is structured in three main parts as follows: the first part deals with the essential, characteristics and structure of the product of the entertainment industry, in the second part the focus is on the importance of different types of animation for the entertainment industry, and the third part focuses on the characteristics of leading representatives in the leisure industry.

BACHELOR’S DEGREE COURSES – SUMMER SEMESTER

Comparative Economic Systems, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Prof. Dr. Sc. Oec. Ivona Yakimova

The discipline “Comparative Economic Systems” belongs to the interdisciplinary courses. Socioeconomic and political approach is a fundamental on the basis of which the different regional and national market models are analyzed. The course includes two types of problems – theoretical – here issues like definition, classifications and factor analysis are discussed. Different economic philosophies are also debated as a basis for various economic policies. The relationship between economic and noneconomic factors is analyzed as well as the specific national characteristics like national identity, traditions, socio environment and politics. The practical-oriented issues include a detailed analysis of the established market models on the basis of five economic and four noneconomic factors which represent the essence of the models and their specification. A special attention is paid on the East European market model which illustrates the market transition of the post-socialist countries. An attempt is made to trace the on-going market reforms in these countries and in Bulgaria, in particular.

Transnational Corporations and Foreign Direct Investment, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Prof. Zoya Mladenova

The “Transnational Corporations and Foreign Direct Investment” (TNC and FDI) course deals with one of the most important aspects of contemporary economic development – the activity of TNCs. In the era of globalisation they are one of the main agents of the world economy and the driving force of the process of globalization (UNCTAD). The discipline analyzes the nature of FDI and TNCs, their causes and consequences. It includes three groups of problems. The first is the definitional one: defining the TNC, the relationship between FDI and TNC, classification of TNC, indicators, measuring the transnationalization of the economy. The second group of problems focuses on the economics of TNC and deals with the international production of TNC, TNC and international trade, international intra-firm trade and transfer pricing of TNC. Finally, the
effects of FDI and forms of control over TNC activity are discussed. Special attention is paid to FDI and TNC in the Bulgarian economy. As a result of the course students will be able to understand the reasons for the rapid internationalization of business activities, its current scope, forms and peculiarities as well as its consequences for the world economy.

**Macroeconomic Theory and Policy for Media Interpretation, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Hristo Mavrov*

This course provides a broad overview of macroeconomic theory and policy. It covers the key concepts in macroeconomics of interest to students and managers such as measuring the macroeconomy, fluctuations in national income, unemployment and inflation, the question of economic growth as well as the effects of fiscal and monetary policy on them. These topics are discussed in the context of contemporary empirical work on basic macroeconomic relationships. The key feature of the course is that the macroeconomic analysis, concepts and terminology are combined to explain the ideas expressed in the media. Macroeconomic theory and policy for media interpretation helps students to understand the real world macroeconomic problems as presented in the news and to apply the macroeconomic concepts and models for explanation of the macroeconomic articles in different media.

**Behavioral Economics, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Kaloyan Kolev*

The course aims to provide students with a grounding in the main areas of behavioral economics, by focusing on behavioral implications of theoretical models and on experimental evidence in economics. These main areas include bounded rationality, decision-making under risk and uncertainty, other regarding preferences, intertemporal decision-making, behavioral game theory, emotions, altruism etc. For each area, the focus will be on three points: 1) review of standard economic models and evidence that indicates that such models do not capture some important behavioral aspects or anomalies; 2) study of the behavioral models that have been developed to capture these aspects; 3) application of these models to different economic fields.

**Modeling in Economics, ECTS 6**

*Lectures – 30 hours; Seminars – 30 hours; Lecturers: Assoc. Prof. Rosen Nikolaev and Chief Assist. Prof. Radan Miryanov*

The relations between Business Economics and Mathematical Science are various and definitely countless. The aim of the “Modeling in Economics” Course is to provide the students with effective and applicable education, focused on interesting mathematical models, concerning some business problems and economical processes. The Course is designed in a very clear and accessible manner and all the significant skills obtained should be of immediate practical value.
Fundamentals of Management, ECTS 7

Lectures – 30 hours; Seminars – 30 hours;
Lecturer: Assoc. Prof. Desislava Serafimova and Assistant Prof. Silviya Dimitrova

“Fundamentals of Management” is an introductory course of the theory and practice of management and included traditional contents of the Management Science which is studied at Bachelor degree. The main purpose of the course is to present a complete pattern of the managerial work by covering functional, structural and behavioral aspects of its realization. In this way the subject contributes so that students acquire knowledge of the essence and development of the Management, understand the different theoretical models, concepts and views of organization management. The object of the course is to serve as the basis on which the students could develop the idea of a general model of organization management. This basic knowledge will be enriched with specific learning from the particular subjects which students will be studying at the next courses of their studies.

International Transportation, Trade and Logistics, ECTS 5

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Veselina Dimitrova

The course of International logistics is divided into three parts: The first part gives knowledge of the traditional dimensions of inbound and outbound logistics on international level. The importance of the logistics processes, including inventory, warehousing, material handling and packaging, transportation, order processing and information systems is pointed out. The second part focuses upon the global logistics issues and examines the leading edge logistics strategies, covering the trend of outsourcing and third-party logistics companies, the corporate reengineering, the “best practices” into benchmarking and the provision of comprehensive vision of reverse logistics in the international enterprises. The third part gives a special note of Bulgarian corporative logistics, discussing a topic of logistics network design in the large companies and the synchronization of Bulgarian transport legislation within EU framework.

Business Consulting, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Maria Stanimirova

The discipline aims to introduce the concept of business consulting as a major constituent part of management consulting. The lecture course describes the consulting approaches and methods applied to various types of management and business consulting services and the principal factors affecting the consulting market. Attention is paid also to the main types of customer, using business consulting services, as well as to their positioning on the market. The main methods of payment for consulting services are drawn.
Business Psychology, ECTS 6

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Petya Dankova*

This course serves as an introduction to the psychology of human behavior as applied to business. The aim of the course is to provide students with knowledge and skills to apply psychological theories to a business context. It is designed to study psychological factors involved in real business situations and to understand individual differences, group dynamics and psychological processes in a team, sources of motivation, etc. Students also gain practical skills in stress management, conflict management, time management. Teaching methods include lectures combined with discussions, skill development by means of a problem solving approach, as well as by individual or group project arrangement and presentation. In order to maximize learning in this course students are encouraged to participate in discussion, such as by contributing personal examples or ideas, and by asking questions.

At the successful completion of this course, students will be able to understand the major concepts and theories associated with Business Psychology and to apply theoretical principles in Business Psychology to understanding practical business issues.

Career Development, ECTS 6

*Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Yordan Ivanov and Chief Assist. Prof. Stefan Kalpachev*

The subject “Career development” aims at improving students’ skills in relation to the proper planning of their career, their successful application for job positions and to their career development. In the subject the creation of successful career plan is being consequently studied. The students test their aptitudes followed by the development of all necessary skills needed for the successful career realization of the students. The main topics that are covered are the interpretation of job adverts, preparation of application documents (CV, cover letter and references), the different types of interviews and the methods to cope with them. The skills for conducting negotiations and presentations are being developed as well as the skills needed for applying at some specific employers – governmental administration, EU and financial institutions etc. In the end the subject discusses the matters related to the adaptation, success and professional development after the appointment to a new position – adaptation, mentoring, conflict resolving, burnout syndrome etc. The seminars are widely based on role games, whose main task is to stimulate the students to get used to express freely their opinions related to their career.

After completion of the course the students should demonstrate the following:

- To understand the policies of the employers;
- To read and understand the expectations defined in specific job adverts;
- To be able to develop a career plan;
- To realize the adequacy of their personal potentialities and set aims until now;
- To realize the importance of well-prepared job application documents;
• To define career goals;
• To define academic education and programs that enable them to achieve their career goals;
• To learn how to implement “critical understanding”;
• To develop skills for successful negotiations and presentations;
• To develop skills for successful performance at a job interview – body language, style, speech, interpretation of answers etc.

**Event Management, ECTS 6**

*Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Genka Rafailova*

The study course introduces the students from “Erasmus+” to context of event industry and event management and marketing. The subject presents theoretical explanation of characteristics, role and contribution of events as well of event management process. At the same time, well established and contemporary event practices in EU and in non-member countries are being illustrated. The classes allow students to develop projects for event planning and organizing.

Based on exploration of activities, skills and resources involved in managing events, the study course aims to produce creative, confident and enterprising students capable of staging a successful event which achieves its stated objectives.

The study course allows students to acquire capabilities to use managerial and marketing instruments for successful realization of special events – cultural, sport, educational, business, leisure, thematic as well as for public relations and individual purpose. The subject develops skills for using appropriate market research techniques for event planning process, particularly for identifying target markets and key stakeholder, developing detailed plan for organizing and examination of an event and applying event evaluation.

The study course helps students to find jobs as executive managers of events in tourist destinations and companies, organizations and institutions, to develop own business and make career in tourism and leisure industry.

The subject contributes for developing skills for research, searching integrative decisions, communication and team work.

**Marketing Communications, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Todor Dyankov*

The course has the objective to deeply involve students into the specific characteristics of marketing communications of a modem company. A successful business mainly depends on the way companies communicate with all their suppliers, intermediaries, surrounding environment, other stake holders as well as with the most important assets – their customers. Students are expected to get acquainted with the material studied by learning general principles, concepts and fundamental issues of marketing
communications along with the newest inventions in the field, including best practices and implementations. The learning process is mainly concentrated around marketing communications planning and marketing communications procedures with all their managerial implications on strategic and operational levels. The course also provides practical understanding and opportunities for efficient usage of different marketing communications metrics, which will help students to acquire the relevant skills and capabilities in order to become top experts in this profession.

**Software Packages for Customer Relationship Management, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturers: Assoc. Prof. Nadezhda Filipova*

A software package for customer relationship management (CRM) is a powerful tool that can improve and facilitate relationships among businesses, employees, and customers. First, the course presents the role and functionality of CRM packages. Their place in the corporate information system, and the process of their choice and adoption in the company are outlined. The course is focused on Microsoft Dynamics CRM – the CRM software package of Microsoft. We cover the sales, service, marketing, and reporting functionality of Microsoft Dynamics CRM, as well as the core building blocks of the package – accounts, contacts, leads, opportunities, etc. We also touch on some security and extensibility features.

**Bulgarian Language, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Vladimir Dosev*

Bulgarian language is one of the oldest and most fascinating written languages in all Europe. The course is designed for the international Erasmus students at the University of Economics – Varna, who are interested in Bulgarian language. The course introduces the contemporary Bulgarian language as a communication medium. It aims to give enough language skills for various daily communication situations.

**Business Communications, ECTS 5**

*Lectures – 30 hours; Seminars – 30 hours; Lecturer: Senior Lecturer Kristana Ivanova*

This course introduces Erasmus+ students to the fundamental principles of business communication. Along with the theoretical background it offers, this course develops hands-on skills, such as negotiating, meetings, public speaking, and writing for business. Students learn to become better communicators, as they are taught to express themselves coherently, succinctly, and persuasively in a variety of media. They are encouraged to make an active contribution to business case studies, and employ a variety of effective communication strategies, both verbal and non-verbal, while they gain insights into ethics, etiquette, teamwork and nonverbal communication. As technology has redefined the way social communication works and ultimately, the way business is
done, social media concepts and techniques have been integrated throughout the course, from career planning to writing for business. Thus, this course teaches students how to effectively use work blogs, wikis, podcasts and other social media tools, along with more traditional tools, such as emails, etc. This course also explores the impact of cultural diversity on international business, and it teaches valuable lessons about intercultural communication in business. Furthermore, by raising their intercultural competences, students eventually gain a competitive advantage in pursuing a career in the global business environment.

This course is beneficial to Erasmus+ students with levels of language competences of B2 and above of the Common European Language Framework.

**Aspects of Bulgarian History and Culture and Everyday Life, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Senior Lecturer Boris Abrashev*

The course offers highlights of Bulgarian history focusing on the impact of events on the development of the country and the formation of Bulgarian cultural identity. It explains social and economic issues with relevance to present day life. An interesting part of the course is the journey into Bulgarian folklore – legends, myths, rituals, traditions, beliefs, religion. Presentations are followed by discussions about the similarities and differences in various cultures. The students are taken to study visits to important sites in Varna and in the country to provide an opportunity to reinforce classroom teaching and sample Bulgarian history and culture. At the end of the course the students present their experience in the country with analyses of the opportunities to develop business relations based on Hofstede’s cultural dimensions model.

**Mathematical Analysis, ECTS 7**

*Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Teodora Zapryanova*

The course covers the properties of the real numbers, limits of functions, continuity, differentiability and Riemann integration. Students studied the subject will be able to find extreme of a function and calculate basic types indefinite integrals. The knowledge enables the construction and understanding of mathematical models in different fields of science.
MASTER’S DEGREE COURSES – WINTER SEMESTER

International Harmonization of Accountancy and Audit, ECTS 6

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Fanya Filipova*

The main objective of this course is to provide an understanding of the international dimensions of financial reporting, especially IFRS /International Financial Reporting Standards/. To explore the environmental determinants of accounting policy across a diverse set of nations and examine the international harmonization efforts with particular attention focused on the progress and prospects for harmonization. The course objectives are: to discuss the merits and shortcomings of the efforts made to classify financial accounting and reporting practices; to identify the effect of the major environmental influences on financial accounting and reporting practices across a diverse set of countries; to identify the major forces for harmonization of accounting practices and discuss the factors affecting prospects for harmonization for a given set of countries and also at a global level; to explain the different information needs of diverse user groups and how this affects the nature of financial accounting and reporting regulation.

International Financial Markets, ECTS 6

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Georgi Marinov*

The course is aimed to be an introduction to international finance. It is an overview of exchange rate, balance of payments, monetary system and financial markets matters. By attending this course, the participants will be able to make basic analysis of the state of the international monetary system, and basic estimations to exchange rate trends and the risk exposures of commercial firms.

Public Choice, ECTS 6

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Kaloyan Kolev*

Public choice theory is the use of modern economic tools to study non-market decision making, especially decisions in the political arena. This course will provide an outline of the basic public choice approach together with an evaluation of key insights offered by this approach into the making of economic policy in a representative democracy: voter behavior, interest group behavior, party politics, legislative behavior, behavior of the executive branch, bureaucratic behavior; effects on the economy (e.g. political business cycles, size of government, macroeconomic performance). The focus is on positive theory and empirical evidence. Aims and objectives:
• to have a working knowledge of public choice theory – its assumptions, tools and limitations
• to understand some of the core arguments of public choice and their application to political institutions and processes
• to be able to apply these arguments and principles to new political situations, institutions and complex political processes in liberal democracies.

Learning outcomes:
Upon successful completion of the course, students should have:
• an understanding of the economic rationale for government and collective choice.
• an ability to analyze political decisions from a perspective of rent-seeking behavior.
• an understanding of how voting systems impact political outcomes.
• the ability to contrast private provision with public provision of goods and services.
• an understanding of how different institutional arrangements impact the extent of government failure.

Panel Data Econometrics, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Georgi Marinov

The aim of the course is to be an introduction to modern econometric methods applicable to panel data – a combination of cross-section and time series data. In most cases with economic data, panel approaches give far better results than their time series counterparts, thus the recent. Special interest to panels in econometrics. After a relatively short presentation of classical methods, more attention is given to unit root and cointegration techniques. Most of the research on panel methods is still ongoing, “work in progress”, and the techniques are “bleeding edge” of research. Calculations in the course are made with the help of free software (GNU Octave, R and Gretl).

Personnel Economics, ECTS 6

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Aleksandar Todorov

Personnel economics deals with the description and analysis of economic issues related to the human resources in the company. These include classic aspects such as recruitment, organization and promotion of personnel, as well as problems related to teamwork, encouragement and intangible relationship between employer and personnel. Specific to the discipline is the application of the economic approach and methods that are distinguished by precise mathematical apparatus for finding a compromise between the benefits and costs which in practice must be balanced.

The course aims to provide students with basic theoretical and analytical tools for description and analysis of labor relations in practice. Thus, the learning process of the course helps to improve the training and skills for making effective decisions. Topics are based on advanced microeconomic analysis, which includes solving problems related to the asymmetry of information in the selection of personnel, investment in
human capital, transaction costs and relationships “principal – agent”.

After successful completion of the course students are able to: (1) Understand and apply theoretical models from personnel economics; (2) Understand and apply empirical analyses; (3) Transfer theoretical models to solve practical problems.

**Distribution Management, ECTS 7**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Evgenia Tonkova*

The course of Distribution Management focuses on how to make effective and integrated product and service distribution via the instruments of contemporary marketing mix and modeling. Through a combination of lectures, cases, practical exercises and projects, the course covers such topics as theory and methodology of distribution, marketing channels, channel intermediaries, channel management, distribution strategies, distribution costs and organizing distribution activities.

This course focuses on the decisions managers must make to implement distribution strategies and tactics successfully. Flexible distribution implementation requires the managed introduction of new channels, optimal structuring of distribution systems and channels, effective communication between intermediaries, successful integration in marketing channels, management of distribution costs and capacity management.

**Corporate Governance, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Katya Vladova*

This course is aimed at developing profound knowledge of the main concepts, theories and models of corporate governance. The course addresses significant skills needed to identify and evaluate good corporate governance.

The course focuses on how public companies are structured and directed. It provides a detailed overview of the key players of the corporation – the executives, the board of directors, and the shareholders. When corporate governance operates optimally, these three key players provide through a system of checks and balances a system for a transparent and accountable system for promoting objectively determined goals and benchmarks.

It will provide students also with an understanding of the principles and codes of good corporate governance as well as with the international corporate governance specifics.
Soft Skills for Management, ETCS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Maria Veleva

Soft skills is a sociological term relating to a person’s Emotional Intelligence Quotient. Soft skills complement hard skills which are the occupational requirements of a job. The purpose of “Soft Skills for Management” is to provide basic knowledge of the most valued managerial skills for people’s management. The main goal is to highlight the soft skills practical applications in management of people and groups of people in organizations. The course is oriented to give both, theoretical and practical knowledge. The main body of the subject is divided into major topic areas like: personal development; understanding others; impression management; communication skills; persuading without creating resistance; use of power; group dynamics and team management; leadership skills at work. Each topic area of “Soft Skills for Management” is covered by discussions and work on case-studies during the seminars.

Talent Management, ECTS 6

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assist. Prof. Petar Petrov

Talent management (TM) is a new and perspective concept influencing the career path of an organization’s most valuable employees – its talents.
The aim of the course is to introduce the students to the specific role and terminology of talent management. It imparts knowledge of the identification, retention and development of the talents in the organization. The focus of the course lies on the development of a talent management system and its connection with the organizational culture. The business internationalization and its influence on talent management are also discussed.
After the course the students should be able to use the instruments of talent management, analyze and solve practical TM problems and utilize their own strengths (talents) for their professional development.

Bulgarian Language, ECTS 6

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Vladimir Dosev

Bulgarian language is one of the oldest and most fascinating written languages in all Europe. The course is designed for the international Erasmus students at the University of Economics – Varna, who are interested in Bulgarian language. The course introduces the contemporary Bulgarian language as a communication medium. It aims to give enough language skills for various daily communication situations.
Financial Management, ECTS 7

Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Dancho Petrov

The presented syllabus of Corporate Financial Management course study contains the most significant themes and contemporary views on the subject. The main objectives of the lecture and seminar courses are obtaining theoretical knowledge and practical abilities of the following main topics:

• financial markets and financial instruments;
• time value of money;
• pricing of stocks and bonds;
• capital-budgeting decisions;
• long term financing decisions;
• cost of capital and weighted average cost of capital.

This material supplies the foundation that enables students to see financial problems from a different frames of reference. The emphasis is on how companies create value and how finance decisions can facilitate the process of value creation. Topics covered include the basics of the estimation of cash flows, risk analysis and corporate strategy. Furthermore, discounted cash flow valuations cover more advanced time value topics with numerous examples and financial calculator tips. Bond valuation topic clears up the pricing of bonds, duration, quoting conventions and other specific features of bonds.

After studying this course the students should understand and apply:

• The basic types of financial management decisions;
• How to determine a firm’s cash flows from its financial statement;
• How to find the return on an investment and how long it takes for an investment to reach a desired value;
• How to determine the future and present value of investments with multiple cash flows;
• How to determine bond values, bond yields and their fluctuation;
• How stock markets work and how stock prices depend on future dividends and dividend growth;
• How to calculate expected return, the impact of diversification and risk-return trade-off;
• How to determine a firm’s weighted average cost of capital;
• How to use discounted and non-discounted techniques for evaluation of proposed investment projects.

Business Analysis, ECTS 6

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Yulian Vasilev

Business analysis is a discipline oriented to getting practical skills in analysing big datasets. Students work with a sample dataset. The discipline “Business analysis” (BA) concerns the use and the implementation of open source and trial BA software for solving business questions. During classes students learn: (1) how to define meaningful business questions, (2) how to choose the appropriate BA method, (3) how to analyze big datasets, (4) how to use open source BA software, (5) how to interpret the result and (6) how to publish
the result within a scientific article.
The aim of the discipline BA is to teach students how to analyze big datasets and find dependencies that are not clear with simple reporting methods. During the course the following elements are used: a real dataset (provided by IBM), PSPP (open source statistical software), Alyuda Neurointelligence, Rapid Miner and Power BI. Students get new skills in business intelligence – applying contemporary methods for solving business questions. This course helps students to understand business intelligence methods and gives them skills to apply them in practice.
The syllabus of the discipline “Business analysis” is created as an intellectual output of the DIMBi project (“Developing the innovative methodology of teaching Business Informatics” 2015-1-PL01-KA203-016636 Co-funded by the Erasmus+ Programme of the European Union).

Nonprofit Marketing, ECTS 5

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Vanya Kraleva

The course “Nonprofit Marketing” addresses the problems and the opportunities for growth of nonprofit organizations through an inside over different techniques and tactics for fundraising and volunteer recruitment, for reaching target groups, for increased visibility and for value creation and value distribution to the entire group of stakeholders. The course examines the underlying fundamental principles, concepts, and methods of the application of marketing to the nonprofit sector. The programme strikes on the importance of nonprofit marketing, the strategic planning and the organization of marketing activities, the management of the marketing mix, the attraction and development of organizational resources, etc. The class will include interactive discussion, case studies, and a course project on the problems of a real nonprofit organization.

At the end of the course “Nonprofit Marketing” students will be aware of the role of nonprofit marketing and the importance of strategic planning. They are expected to be able to demonstrate the application of marketing instruments to the noncommercial environment, which includes the allocation and analysis of marketing information, the segmentation, positioning and brand management, the design of the marketing mix, the attraction and the development of human resources, the successful fundraising and budgeting. There is a special emphasis on the notion of the customer and the need to embrace a social and customer orientation.

Cultural Entrepreunership, ECTS 5

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Petya Dankova and Assist. Prof. Nevena Dobreva

Describe the expected learning outcomes for this course with regards to: knowledge and understanding; application of the acquired knowledge and skills; potential for enlarging the knowledge base and developing new skills and competences.
The course in Cultural Entrepreneurship aims to introduce students to new challenges facing cultural and creative organizations – globalization, rapid development of new technologies, new user practices (user-generated content, participatory culture, prosumer behavior). The entrepreneurship in the sectors of cultural and creative industries is a possible way to deal with the contemporary challenges. The course introduces the definition of cultural entrepreneurship, examines innovation in culture, new business models, organizational forms (clusters, incubators, creative hubs and art laboratories, crowdsourcing), copyright laws, art marketing and the use of new media, presents key methods for implementing entrepreneur initiatives in the field of culture. A special focus is directed to the European policies in the field of culture (entrepreneurship, financial instruments, support for creation of clusters and incubators). During the seminars students will gain practical skills by developing their own project ideas in the form of a business plan or project proposal for funding in the field of arts, cultural and creative industries. After completing the course students will have acquired knowledge and skills to:
• Manage innovative projects and initiatives in the sectors of cultural and creative industries
• Prepare business plans and projects with innovative characters in the sectors of cultural and creative industries
• Identify emerging business models in culture
• Work with new information and communication technologies in organizing the activities of non-profit organizations.

**International Entrepreneurship, ECTS 6**

_Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Katya Vladova_

This course focuses on how to conduct business across borders. It addresses how founders/owners of entrepreneurial ventures and professional managers of entrepreneurial companies exploit international business opportunities and address the challenges of conducting business internationally. This course discusses multidisciplinary concepts and theories that are used to establish and deal with entrepreneurial international operations. It will provide students also with an understanding of the financing options available to start-up and developing companies. A set of lectures will introduce the above concepts, which will be explored further in a series of workshops.

The aims of the course are the following:
• To develop a critical evaluation of key issues in international entrepreneurship;
• To develop profound knowledge and skills needed to identify and evaluate market opportunities for new businesses;
• To develop a venture plan and abilities to prepare presentations and business plans to attract various stakeholders: employees, partners, investors and customers
• To develop presentation skills.
Cluster Policy in the EU, ECTS 4

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Veselina Dimitrova

The course of Cluster policy is divided into three parts: The first part discusses why cluster policy is an effective economic development model for the competitiveness of the nations and for the innovative process in transnational corporations (TNCs) and small and medium enterprises (SMEs). The second part illustrates the experience of how EU countries mobilize their cluster-national policies. The core examples are the Italian industrial districts and the Bulgarian clustering implementation. As a member of the EU, Bulgaria needs to decide on actions for the harmonization of its regional and national cluster policy with the EU cluster benchmarks. One of these powerful benchmarks is the Italian clustering. The third part introduces the eco-clustering approach as a tool for pursuing sustainable development and to create ecological quality of the products in the local industrial zones. The eco-clustering approach is one of the most innovative approaches for competitiveness and efficiency on a European level thanks to the Material Flow Analysis (MFA) and the Industrial Ecology Approach (IEA).

Network Marketing, ECTS 5

Lectures – 30; Seminars – 15 hours; Lecturer: Assist. Prof. Valentina Makni

The studied discipline gives to the students’ theoretical knowledge and practical skills an important direction of modern marketing – direct sales and network marketing, with emphasizing on legitimacy, company choice and goal setting for achieving a long-term success in network marketing industry. Students have the opportunity for assessing and choosing some viable alternative business strategies. This curriculum improves the participants’ leadership skills and strengthens the entrepreneurial initiative.

Innovative Marketing, ECTS 6

Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Evgenia Tonkova

The course “Innovative Marketing” aims to acquaint students with innovative marketing solutions at strategic and tactical levels. The course includes modern theoretical, methodological characteristics and innovative marketing practices.

Upon completion of the course “Innovative Marketing” students:
• Will acquire knowledge on recent developments of marketing theory, methodology and practice;
• Will create conditions for the implementation of innovative and creative marketing;
• Will stimulate research and practical activity for students focused on marketing innovation.

Master degree students will be able to apply the acquired knowledge in other disciplines to develop their
own innovative project on a predefined theme. The course will provide important links and contribute to the expansion of knowledge and the formation of new skills in a high-tech environment.

**Creative Industry and Creative Business, ECTS 6**

*Lectures – 30 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Genka Rafailova*

The study course introduces the students from “Erasmus+” to the context of creative industry and creative business. The subject presents theoretical explanation of characteristics, trends, role and contribution of creative sector and enterprises. At the same time, well established and contemporary practices in EU and in non-member countries are being illustrated.

The subject shows the EU; national and international organizations’ policy for development of creative industry and supporting creative entrepreneurship. The study course includes training for searching approaches of creativity exploitation aimed to increase the competitiveness of business and economy, as well for starting and managing of own business.

As a result of the study, students acquire knowledge for professional career in creative industry and for development of creative business. The subject develops skills for creative entrepreneurship and implementation of creative products in business. Students acquire competences to implement innovative approaches in their work and business, to use knowledge for business process and management for realizing new and creative ideas.

The subject contributes to developing skills for research, searching integrative decisions, communication and team work.

**Geographic Information Systems (GIS), ECTS 6**

*Lectures – 30; Seminars – 30; Lecturer: Chief Assist. Prof. Yulian Vasilev and Assist. Prof. Nevyan Neykov*

Geographic Information Systems (GIS) are software products which combine various thematic layers describing particular geographical physical objects. Data retrieval from GIS is done by spatial queries. GIS allow us to solve economic problems in the public and private sector of economy. The capabilities of GIS for visual representation of spatial data make them a convenient tool for telecommunication companies, power distribution companies, supermarkets, banks and other companies which have several objects. Practical aspects of the discipline concern solving economic problems with GIS in the sphere of demographics, logistics, distribution, transportation, warehousing and statistics. Quantum GIS, GRASS GIS and maps.google.com are the software products used during seminar hours. The course will prove useful for students which have studied logistics, management and informatics. The course will develop key competencies for future work as GIS consultants and logistics managers.
**BPM Systems, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Nadezhda Filipova*

BPM (Business Process Management/Modeling) systems provide a set of methods, technologies, and tools used to discover, design, control and re-engineer business processes (both intraorganizational and interorganizational). They aim to improve process performance, agility, and visibility, and that is why they draw the attention of business people and information technologists. Using the business process lifecycle as a starting point, this course presents the role and functionality of BPM systems. The process of choice of BPM tools and their adoption in the company is outlined. Business process modelling is of a particular interest in the course, as the process model is the basis for its management and improvement. Appropriate BPM tools are used to illustrate the material studied. The students will be challenged to take part in discussions and case studies. They will also face team working on a project.

**Bulgarian Language, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Assoc. Prof. Vladimir Dosev*

Bulgarian language is one of the oldest and most fascinating written languages in all Europe. The course is designed for the international Erasmus+ students at the University of Economics – Varna, who are interested in Bulgarian language. The course introduces the contemporary Bulgarian language as a communication medium. It aims to give enough language skills for various daily communication situations.

**Intercultural Aspects of Business, ECTS 5**

*Lectures – 30 hours; Seminars – 15; Lecturer: Senior Lecturer Diana Miteva*

Intercultural Aspects of Business is an interactive, skills-based business English course, developing intercultural communication competence with a special emphasis on negotiations, meetings management, presenting to a multicultural audience, and awareness of business practices in intercultural context. The module provides a general overview of cross-cultural differences in doing business, focusing on structured business communication situations. Within the course Erasmus students will be aware that all aspects of business communication are culture-bound, e.g. teambuilding, questioning techniques, assigning tasks, negotiating, prioritizing, status ascription, problem-solving, and risk taking. Thus variables of explicit or implicit modes of business communication, being largely dependent on the specific culture, will have different values attached to them. The course strikes the balance between theory and practice, making the most of students as a resource and further developing key competencies such as cross-cultural awareness, the ability to work in multicultural teams and to interact effectively across cultures.
**Business Presentations, ECTS 4**

*Lectures – 30 hours; Seminars – 15 hours; Lecturer: Senior Lecturer Kristana Ivanova*

Effective presentation skills play a pivotal role in both academic and business environments. Hence developing this type of soft skills should be an integral part of business language learning at even lower levels of language competence. This course in Business Presentations provides the theoretical background in planning and delivering business presentations, but most of all it teaches hands-on skills in presenting, drawing on realistic business situations.

Students are offered a step-by-step approach to delivering successful multimedia presentations on business-related topics. Plenty of authentic material gives examples of cohesive structure, impressive delivery and effective visual aids of a business presentation.

Just as the different stages of planning, preparation and delivery are introduced one by one, so are the assessment criteria. Students’ performance is monitored throughout the course; students’ needs are analyzed throughout as well and students receive feedback from their peers and lecturer. They learn to create and assess presentations and give constructive feedback.

**Customer Relations Management in Tourism, ECTS 6**

*Lectures – 45 hours; Seminars – 15 hours; Lecturer: Chief Assist. Prof. Todor Dyankov*

The course of Relationship Marketing in Tourism is a continuation of the classical Marketing and Tourism Marketing theories. The aim of this subject is students to become more acquainted with the fundamental and newest concepts of Relationship Marketing and Customer Relationship Management in tourism business. In this relation students are supposed to develop analytical thinking and relevant decision making while applying Relationship Marketing approaches to different tourism areas.

The course covers specific aspects of Relationship Marketing inherent to the tourist organization like: the process of creating frequent and loyal customers, analysis and assessment of customer portfolio, customer lifetime value, organization of efficient service activities and complaint management of customers, etc.

Students as future managers in tourism business should also develop competencies how to add value in order to efficiently enhance customer’s satisfaction and profitability for the tourist organization. Relationship Marketing in Tourism is a modern concept which will continue to dominate in tourism management in practice.
The course “Capitalism, Modernization, and Globalization in the Balkans during the 19th Century” is focused on the economic development and the spread of capitalist economy in South Eastern Europe. It offers basic knowledge of the modernization of the economy of this region and its incorporation into the global market during the 19th century.

The course is composed of 9 thematic units centered on fundamental problems of the economic development of the region in the 19th century, including: historical background and preconditions for the spread of capitalist economy in South Eastern Europe; development and structure of the domestic and foreign trade; foreign investment, entrepreneurship, industrialization, and modernization of the technologies; development of finances and banking; urbanization and development of the urban economy.

The expected results of the course “Capitalism, Modernization, and Globalization in the Balkans during the 19th Century” include:

- Acquisition of essential knowledge of the fundamental stage of the formation of the modern economy in the region and its globalization. This knowledge provides important basis for the understanding of the economic and political development of South Eastern Europe and the Levant until present day and it is an important precondition for further specialization and development of professional skills and competences of the students enrolled in the course;

- The knowledge and skills acquired during the course could be applied in the field of Economic, Political, Social sciences, and Humanities. Moreover, each thematic unit includes research on primary sources and analysis of statistical data, and thus aims not only at obtaining knowledge about the economic development of this part of the world, but also to train the student’s analytical skills, and abilities for interpretation of various types of information;

- During the course “Capitalism, Modernization, and Globalization between in the Balkans during the 19th Century” the students will acquire competences for critical thinking, interpretation of new information, composing thesis statement, research, synthesis and selection of empirical data. During the process of education these skills and competences could be extended and developed by combining them with other courses, thus resulting in the student’s higher specialization and professional development.
Erasmus+ mobility students can also choose courses from UE–Varna bachelor programme in International Business delivered in English.


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<td>Applied Mathematics</td>
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<td>Project Management</td>
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**Summer Semester (26.02.2018–26.05.2018)**

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<td>International Marketing Management</td>
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WINTER SEMESTER

Microeconomics, 9 ECTS

*Lectures – 45 hours; Seminars – 30 hours; Lecturer: Prof. Zoya Mladenova*

Microeconomics is part of economics and it belongs to the fundamental theoretical disciplines. Although there is a large number of authors and textbooks in Microeconomics, the course contents are standard and followed by most of them. This course employs one of the top-ranking American textbooks, the one by Michael Parkin. Thus, the students will be provided with a clear, up-to-day, and interesting introduction to the principles of microeconomics, revealed by an author with a great experience and knowledge in his professional field.

Applied Mathematics, 9 ECTS

*Lectures – 30 hours; Seminars – 45 hours; Lecturers: Assoc. Prof. Rosen Nikolaev and Chief Assist. Prof. Radan Miryanov*

The relations between business economics and mathematical science are various and practically countless. The aim of the course is to provide students with thorough and complete education, focused on fundamental mathematical models, concerning some business problems and economical processes.

Informatics, 9 ECTS

*Lectures – 45 hours; Seminars – 30 hours; Lecturer: Prof. Vladimir Sulov*

Informatics familiarizes the students with basic knowledge of the contemporary computer hardware and software and their use in automating business and office tasks. The software used in the discipline is Microsoft Office, as the most widely spread office suite.

The students acquire theoretical knowledge and practical skills, which are necessary during their whole education in the university for developing their cases, projects, thesis, for studying several other special disciplines. The basic IT knowledge facilitates further widening of competences and new skills acquisition, which are necessary for the students’ future jobs in real life businesses.

The main topics include hardware, software, word processing, spreadsheets, databases, presentations, Internet, security issues.

Introduction to Finance, 9 ECTS

*Lectures – 45 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Jordan Jordanov*

The aim of this course is to bring in the student to basic principles of finance. These principles are the vital knowledge for either a career in corporate finance or further education in the area of investments, banking,
and insurance. It is also an excellent primer for non-finance majors wanting to familiarize with the world of finance.

The primary goal of this course is to impart the knowledge to allow you to intelligently solve practical business problems. To achieve this goal, it is crucial that you have a sound understanding of finance theory. As such, the course will be both theoretical and practical, often requiring rigorous quantitative analysis, aiming at:

• Gaining a basic understanding of fundamental finance theories.
• Applying finance concepts to real finance problems.
• Familiarizing with finance terminology.

Introduction to Finance will provide students with the knowledge of major concepts and topics of finance. On successful completion of this course, students will be able to apply these concepts; and, most importantly, be able to think logically and systematically in financial terms.

**Accounting, 9 ECTS**

*Lectures – 45 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Anita Atanasova*

This is a first course in Accounting covering principles of accounting and introductory financial accounting. It teaches the basic concept of double entry, T-accounts, accounting cycle, accounting principles, regulatory bodies, users of accounting information, financial reports, some major accounting objects approaches. It is planned to be a very broadly educational basic financial accounting knowledge course for students in any sphere of economic education. It helps the economic awareness of any person active in business life.

**Marketing, 8 ECTS**

*Lectures – 45 hours; Seminars – 30 hours; Lecturer: Prof. Evgeni Stanimirov and Chief Assist. Prof. Vladimir Zhechev*

The course Marketing as part of students’ education in international business focuses on marketing theory, methodology, key marketing concepts, the role of marketing mix within companies and society. Specifically, the course goals are:

• Introduction in marketing theory, methodology and practices;
• To enhance students’ problem solving and decision making abilities by learning how to analyse the marketing environment and conduct marketing segmentation and positioning;
• To present the specific characteristics of the marketing mix with contemporary applied marketing view;
• To expand student knowledge of the specific marketing applications;
• To develop student knowledge in the marketing management process.

The course is developed in 11 topics and allows students to build fundamental marketing skills in correspondence with ethics, corporate social responsibility and law.

By course completion, students should:
• Understand the marketing theory, methodology and process;
• Master marketing mix development and strategies implementation;
• Learn marketing decision making on the basis of analysing marketing environment;
• Provide specific marketing applications.

**International Management, 9 ECTS**

*Lectures – 45 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Orlin Todorov*

International Management deals with the management of organisations in international environment. The course provides theoretical knowledge about firms’ internationalisation, the rationale behind the functioning of both large multinational companies and agile small and medium enterprises (SME) in the global markets and the essentials of international management. Through case studies and practical tasks the students develop their skills in setting the firm's strategic objectives, and assessing its internal resources and threats and opportunities stemming from the environment. They learn how to choose between different strategies for market entry and expansion of foreign operations. The available options for structuring an international organisation, as well as international human resources management are also discussed.

**International Political Economy, 8 ECTS**

*Lectures – 45 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Georgi Marinov*

International political economy is an interdisciplinary field between political science, economics, sociology, history and culture. Main topics of interest are the linkages between international relations and political economy. Analysed is mainly the way political forces shape global systems, with emphasis on recent developments and a focus on the interaction between politics, policies and markets on international and global level.

**Human Resource Management, 8 ECTS**

*Lectures – 45 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Maria Veleva*

The purpose of Human Resource Management (HRM) subject is to provide the groundwork for a study of HRM issues. The course is oriented to give both theoretical and practical knowledge. The main body of the subject is divided into major topic areas like: the scope of HRM; the organizational context; the stages of HRM and their effect on achieving the company main goals.

The way a company is managing its human resources appears to be a key factor for developing and sustaining a successful business. This is the reason why some of the mostly spread problems in HRM will be outlined during the course, as well as they will be discussed and worked out through case studies.
during the seminars. At the end of the course students will develop practical skills to understand and solve managerial problems related to HRM.

**Corporate Finance, 7 ECTS**

*Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Dancho Petrov*

Corporate Finance contains the most significant themes and contemporary views on the subject. The main objectives of the course are obtaining theoretical knowledge and practical abilities of the following main topics:
- time value of money;
- pricing of stocks and bonds;
- capital-budgeting decisions;
- long term financing decisions;
- cost of capital and weighted average cost of capital.

This material supplies the foundation that enables students to see financial problems from a different reference frame. Topics covered include the basics of the estimation of cash flows, risk analysis and corporate strategy. The emphasis is on how companies create value and how corporate finance can facilitate the process of value creation.

**Transnational Corporations and Foreign Direct Investment, 6 ECTS**

*Lectures – 30 hours; Seminars – 30 hours; Lecturer: Prof. Zoya Mladenova*

The Transnational Corporations and Foreign Direct Investment (TNC and FDI) course deals with one of the most important aspects of contemporary economic development – the activity of TNCs. In the era of globalization they are among the main agents of the world economy and the driving force of the process of globalization. The discipline analyses the nature of FDI and TNCs, their causes and consequences. It includes three groups of problems. The first is the definitional one: defining the TNC, the relationship between FDI and TNC, classification of TNC, indicators, measuring the transnationalization of the economy. The second group of problems focuses on the economics of TNC and deals with the international production of TNC, TNC and international trade, international intra-firm trade and transfer pricing of TNC. Finally, the effects of FDI and forms of control over TNC activity are discussed. Special attention is paid to FDI and TNC in the Bulgarian economy. As a result of the course students will be able to understand the reasons for the rapid internationalization of business activities, its current scope, forms and peculiarities as well as its consequences for the world economy.
International Marketing Research, 6 ECTS

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Bistra Vasileva

This course is focused on how to conduct marketing research in an international context. It is a business-based course, meaning that students will learn the process by working on a real-life project. The main topics include the following: 1) Fundamental methodologies and concepts of marketing research in the international environment; 2) Research approach and research design; 3) Marketing research tools and instruments; 4) Methods for data analysis. Special attention will be given to the application of research methods to real-life market knowledge challenges through a term project. This will help students to acquire analytical and interpretation skills needed for the quantitative and qualitative analysis of newly obtained information and the formulation as well as presentation of the respective findings. In addition, students will acquire the ability to apply various statistical methods using SPSS.

By course completion, students should: 1) Understand the research process, and how to develop and implement new marketing research; 2) Be able to complete three types of research: desk research, primary qualitative, and primary quantitative research; 3) Make sound marketing decisions on the basis of collected and analysed data. From an international perspective, students should be able to: 1) Understand the challenges associated in conducting market research internationally; 2) Develop their own sourcebook of marketing research references; 3) Expand their knowledge of social, cultural and language issues pertaining to international research; 4) Present their findings in both written and oral formats that can be prepared for international presentation.

Project Management, 6 ECTS

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Maria Stanimirova

The discipline aims to introduce the concept of project management, the stakeholders in the process and the organization of the work. It also intends to develop knowledge and skills for effective management of the informational, financial, human and time resources in the planning process. The course focuses on several key questions that project managers must answer in order to initiate and define a project. A critical part of initiating and defining a project is building the project team. The typical process used for assembling a project team is described. The course provides extensive coverage of the process of project planning, which encompasses a five-step integrated planning model. The specific techniques of project planning are discussed, too (charts, graphs, mathematical calculations and validation techniques).

The project management environment is dynamic and constantly in flux. The typical changes take place in project baseline schedules, resource allocations, and budgets. The effective and successful management of change requires the efficient use of project control methods. The course describes a five-step model for controlling a project: updating the status, analysing the impact, acting on variances, publishing the revisions and informing management. Determining the value of work completed on a project is a subject
of the discipline, too. The major component for measuring the completion of work: assessments of the state of the project based on milestone completions. Finally, the course discusses ways to use software, training, and administrative support to increase the effectiveness of project management.

SUMMER SEMESTER

Macroeconomics, 9 ECTS

Lectures – 45 hours; Seminars – 30 hours; Lecturer: Prof. Ivona Yakimova

This course is designed to introduce the students to the most important issues in macroeconomics. It provides a broad overview of macroeconomic theory and policy and examines both long-run and short-run macroeconomic issues. Topics include: economic growth, business cycles, unemployment, inflation, government debt and deficits. Basic models of macroeconomics are introduced to analyse economic fluctuation and stabilization policies. The fundamental purpose of the course is to analyse how fiscal and monetary policies may be used to promote full employment, price stability, and economic growth. At the completion of this macroeconomic course, the student should be able to:
• understand and describe the concepts and measurement of gross domestic product, unemployment, inflation and explain their dynamics;
• distinguish between business cycles and economic growth and the factors that contribute to each;
• identify causes and consequences of inflation and unemployment;
• use the aggregate demand and aggregate supply model to explain the functioning of a macroeconomy;
• understand the economic impacts of government budget surpluses and deficits and the public debt;
• understand the arguments for discretion versus rules when it comes to formulating macroeconomic policy and explain how fiscal and monetary policies might stabilize the economy;
• understand and describe the multiplier concept, how it is computed, and how it works;
• describe the essential differences that distinguish the classical and Keynesian theory in macroeconomics.

Principles of Law, 9 ECTS

Lectures – 45 hours; Seminars – 30 hours; Lecturer: Prof. Margarita Bachvarova and Assist. Prof. Diana Dimitrova

The discipline has the aim to ensure students’ basic knowledge concerning the legal field. This aim has to be realized through fulfillment of the following tasks: familiarizing with the general theoretical legal notions, acquiring knowledge about the fundamental concepts of private law and research of the most important institutes of public law. As a result the discipline is meant to form skills for work with regulations necessary for the future professional profile of the students.
Management Theory, 9 ECTS

*Lectures – 45 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Desislava Serafimova*

Management Theory is an introductory course of the theory and practice of management and includes traditional contents of the management science. The main purpose of the course is to present a complete pattern of the managerial work by covering functional, structural and behavioral aspects of its realization. In this way the subject contributes students to acquire knowledge of the essence and development of the management, to understand the different theoretical models, concepts and views of organization management. The objective of the course is to serve as a basis on which the students could develop the idea of a general model of organization management. This basic knowledge will be enriched with specific learning from the particular subjects which students will be studying at the next courses of their studies.

Principles of Statistics, 9 ECTS

*Lectures – 45 hours; Seminars – 30 hours; Lecturer: Prof. Veselin Hadzhiev*

Principles of Statistics aims to give the students an introduction to the field of statistics and its many applications. The focus is primarily on the fields of business administration and economics. The course systematically and correctly builds up the basic ideas of business statistics. It is a combination of lectures and computer-based practice, firmly joining theory with practice. It introduces techniques for summarizing and presenting data, estimation, confidence intervals and hypothesis testing. The presentation focuses mainly on key concepts understanding and statistical thinking, and less on formulas and calculations, which can now be done on personal computers with the application of user-friendly software.

Introduction to International Business, 9 ECTS

*Lectures – 45 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Aleksandar Shivarov*

Introduction to International Business is conceived as the first course in international business. It aims to set up the outlines of the global economy in which we live and companies operate. The course is divided into four major parts. The first part gives an overview of the interdependent nature of modern world economy and the existing country differences in political economy and culture that give rise to a diverse and complex environment for international business. The second part treats the cross-border trade and investment environment and presents the main theoretical explanations for it. The third part describes the global monetary system laying out the monetary framework in which international business transactions are conducted. Special emphasis is put on the last fourth part, which deals with the strategy of international business, the available modes of entry into foreign markets and the accompanying business operations.
International Logistics, 6 ECTS

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Veselina Dimitrova

There are two main modules in this course: current concepts in the theory of international logistics and applicability of regulations and international conventions on international transport of goods. During the course, students should understand the benefit of direct and reverse logistics, benchmarking and reengineering, outsourcing and more for small, medium and large companies worldwide. In addition, the mechanisms utilized for shipping, transport and insurance companies in Bulgaria are studied. The course expands students’ knowledge in international business and prepares them for logistics managers.

International Marketing, 8 ECTS

Lectures – 45 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Bistra Vasileva

As global economic growth occurs, understanding marketing in all cultures is increasingly important. This course will help students to understand the foundations of international marketing and the challenges that an international marketer faces developing and targeting marketing strategies at foreign markets. The aim of the course is to enable students to understand the specifics of international marketing as well as the difference between globalisation of the market and the global marketing strategy. This course addresses global issues and describes concepts relevant to all international marketers, regardless of the extent of their international involvement. Emphasis is on the strategic implications of competition in the markets of different countries. The teaching approach focuses on identification and analysis of cultural and environmental uniqueness of any country or global region. Special attention is given to CEE markets, Black Sea Region and the Balkans.

Through the course duration, students are expected to: 1) Develop understanding about what is involved in making international marketing decisions, including product, price, promotion, and place decisions to create a marketing mix; 2) Acquire an overview on the contemporary issues in global marketing and the unique challenges faced by marketing managers in the dynamic global environment; 3) Develop insights into how differences in global economic, cultural, social, political, and legal environments can affect marketing decisions; 4) Develop strategic thinking in the context of complex problems and challenges faced by the contemporary global executives and managers; 5) Develop leadership skills necessary to deal with the uncertainty and changes faced by today’s global marketers; 6) Develop ability to integrate the important global societal dimensions of diversity, environmental concerns, ethics, and technological change into their thinking; 7) Develop knowledge and skills to analyse cross-cultural variables and their impact on international marketing; 8) Discover sources of information for researching and evaluating international markets; 9) Communicate effectively about marketing issues in group discussions, oral presentations and written reports; 10) Work effectively as a team member in analysing marketing issues.
International Tourism, 6 ECTS

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Todor Dyankov

The general purpose of this course is to outline the most important characteristics of tourism as an international business activity; to functionally reveal relationships between tourism stakeholders, acting in a specific metasystem, as well as to clarify different aspects of tourism as a process. Highly related to this purpose, students must develop managerial capabilities to use different business approaches in order to resolve tourism practical problems. The structure of the course is conceptually based on the equal usage of both theoretical and practical implications that could add significant value to students during their study process.

Worldwide international tourism business has become a leading profitable activity in the field of services. Regarded as a specific business, international tourism has changed itself as an interdisciplinary focal point of different scientific approaches in use. For that reason, nowadays international tourism system exceeds far away the conventional understanding of a business system. In this relation to run an international tourism business unit becomes a more difficult and challenging task in 21st century.

Corporate Governance, 5 ECTS

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Assoc. Prof. Petya Dankova

“Corporate governance involves a set of relationships between a company’s management, its board, its shareholders and other stakeholders. Corporate governance also provides the structure through which the objectives of the company are set, and the means of attaining those objectives and monitoring performance are determined.” (OECD) The importance of corporate governance became dramatically clear in 2008 as a series of corporate meltdowns, frauds, and other catastrophes led to the destruction of billions of dollars of shareholder wealth, the loss of thousands of jobs, the criminal investigation of dozens of executives, and record-breaking bankruptcy filings.

Based on disciplines such as Financial management, International management, International business etc., the course on Corporate Governance provides students with an overview of current thinking and developments in the field of corporate governance. The course is aimed to explain and discuss the specifics of the corporations and their role within the society; the responsibilities of the board; the interrelationship between shareholders, management and board of directors; the different corporate governance models around the world. The course demonstrates whether and how good corporate governance “pays off”. The students will gain a good working knowledge of the corporate responsibilities of those who control, manage and monitor the activities of a quoted company for the benefit of its shareholders and other stakeholders.
International Branding, 5 ECTS

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Vladimir Zhechev

During the past decade globalization and deregulation of markets have allowed for flexible production and have led to increased competition worldwide. Spurred on by logistical and IT developments, companies constantly seek configurations that best suit their production needs. This has led to a fragmentation of once monolithic company structures. Branding has become separated from other company functions. These developments have put pressure on companies to rationalize their international brand portfolios, to harmonize their international brands, to co-brand or even merge with other global brands.

The course aims to develop an appreciation of the branding process as it relates to the company and its major stakeholders. Although the course allows the students the opportunity to gain insight into the total international branding process, the approach will be primarily from the perspective of brand management and brand strategy rather than solely the creative process.

The course will provide students with an understanding of: 1) Basic concepts of and terminology in branding theory and practice; 2) The branding process from a managerial perspective, including an ability to apply branding concepts to international markets; 3) Global brand strategy and execution; 4) International brand management. The course will enable students to: 1) Become better able to analyse branding from a consumer perspective; 2) Develop their written communication skills and ability to think critically and creatively; 3) Develop their oral communication skills and ability to orally explain and defend their ideas; 4) Learn to work effectively and efficiently in a team situation. Branding principles are applied in the development of an international branding project.

International Marketing Management, 5 ECTS

Lectures – 30 hours; Seminars – 30 hours; Lecturer: Chief Assist. Prof. Vanya Kraleva

This course will help students to understand the global marketing process and the challenges that an international marketer faces finding opportunities to grow outside the home country in the dynamic international trade environment of the 21st Century. The aim of the course is to enable students to identify global business opportunities and develop international marketing plans and strategies. During the course many aspects of marketing management such as international market opportunities, market entry strategies, and the development and implementation of marketing programmes, some of which are international in nature, will be discussed. The main focus of the course is placed on the enhanced difficulties involved with the marketing decision variables when operating in an overseas environment. That is why the students will be taught to observe and understand how cultures, history, political environments, the international legal environment, international economic arrangements, technical standards and currency movements interact with the marketing mix.

By course completion, students should be able to: 1) Understand the current international economic
and political environment; 2) Understand the basic components of marketing strategy and tactics; 3) Understand the integration between demand and supply management in an international context; 4) Articulate the importance of cultural disparities when developing marketing strategies; 5) Understand the importance of market research generally, but also how market research is modified to effectively understand customers across cultures; 6) Understand how firms manage products, services, and brands in an international environment; 7) Understand the importance of ethical marketing management across multiple cultures. The course ends with a completion of a real life research project (marketing plan).

CONCLUSION

This guidebook is aimed at incoming Erasmus+ students and is a good start for our present and future exchange students.

In case of any questions, you are welcome to contact the International Relations Office.

We will gladly and gratefully accept all suggestions and recommendations you might have for the further improvement of this booklet.