

University of Economics - Varna
Erasmus+ Guidebook 22/23
for incoming students



THIS IS YOUR PATH TO SUCCESS





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Valentina Yordanova, Erasmus+ Programme Coordinator of Incoming Mobility

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PART ONE

GENERAL INFORMATION

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 100-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 specialists needed for the prosperity of business in the region and the country as a whole.

Since then more than 155,000 Bulgarian and foreign students have graduated the University and have received higher education diplomas in economics. Today there are over 8,000 Bulgarian and international students at the University. Their training is provided by 230 highly professional staff – doctorate degree holders, professors, associate professors and assistant professors.

The University consists of 4 faculties, one college and 19 departments which offer more than 28 accredited specialties in four professional fields: Economics, Administration and Management, Tourism, IT and Computer Sciences. There are 22 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.

UE–Varna follows its mission to be a leading educational and scientific institution with an established identity in the European education area, oriented towards providing high quality education in line with the concept of lifelong learning, conducting significant research and offering competitive solutions with sustainable economic and social impact.



International 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 receive grants and study abroad, 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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UE–Varna has traditionally been open to the exchange of knowledge, educational and research experience with foreign academic centres. It is part of UE-Varna strategy for internationalization aimed at 2019-2023 period of time. The university successfully collaborates with more than 350 internationally recognized HEIs in the pursuit of expanding our international networks, opening to the academic and business world, learning from the best practices, and inspiring students to take on life-transforming experiences.



International Relations Office

University of Economics - Varna
77 Knyaz Boris I Blvd.
9002, Varna, Bulgaria
<https://www.ue-varna.bg/en/p/7807/international-relations>



UNIVERSITY OF ECONOMICS - VARNA

How does the University of Economics - Varna work?

1. Academic Calendar 2022-2023

Winter Semester

Welcome days	12.09.2022 - 14.09.2022
Study period	15.09.2022 - 23.12.2022/04.02.2023 (depending on LAs)
Holidays	24.12.2022 - 08.01.2023
Exam Period	09.01.2023 - 04.02.2023 (for International Business courses)

Summer Semester

Welcome Days	20.02.2023 - 21.02.2023
Study period	22.02.2023 - 30.05.2023/22.06.2023 (depending on LAs)
Holidays	14.04.2023 - 17.04.2023
Exam Period	02.06.2023 - 22.06.2023 (for International Business courses)

Holidays

September 6th	Unification Day
September 22nd	Independence Day
December 24th–26th	Christmas
January 1st	New Year's Day
March 3rd	Liberation Day
April 16	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 or June 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 vs. UE-Varna grades

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



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 UE–Varna in the winter semester or for a full academic year should submit their application forms through the electronic system of the University until 20th June (after the nomination period). Those who would like to study in the summer semester should submit their application forms until 10th December (after the nomination period). The complete set of documents is:

1. Application Form
2. Learning Agreement
3. Housing Application (where applicable)
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 the UE–Varna by contacting your International Relations Office. The person in charge will inform you about the procedures 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. Applications should be sent by 20th June for winter semester and full academic year, and by 10th December for summer semester.

Step 3: You will receive an e-mail with login information for access to our electronic system.

Step 4: All completed documents must be first sent to exchange_students@ue-varna.bg for checking and then, if approved, via post, along with the photos, to UE–Varna International Relations Office.



UNIVERSITY OF ECONOMICS - VARNA

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

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...

We advise you 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 a “green card” insurance for your own vehicle.



3. How to get started at the University of Economics - Varna?

Introductory days

During your first week, you will get an in-depth review of studies, accommodation, facilities, tutoring, trips arranged for international students, etc. Presence during Welcome Days is **mandatory**.

Buddy programme

The Buddy Programme is a fun way to get to know new people in a foreign country quickly and easily, to learn more about the local culture and discover even the small and probably not so obvious at first sight details about it. The final goal of the programme is fast cultural and social integration of international students by having lots of fun.

Selecting courses

You can find the courses offered in English for the incoming Erasmus+ students at the end of this booklet.

Tutoring

Mobility students can take advantage of their lecturers' tutoring hours 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;
- a gym.



Library

The University library, situated on the 5th and 6th floors of the University main building, features:

- over 350,000 specialized volumes;
- a subscription to the best professional electronic databases;
- free access to the books and magazines they need;
- a spacious reading room;
- textbooks and materials in different languages;
- a library electronic catalogue;
- computers;
- unlimited access to the Internet

The reading room working hours are 08.00 – 16.30 Monday to Friday.



*Incoming Erasmus+ Students
2021/2022 academic year*

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 plane, 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. Mobility students can be accommodated at the University dormitory. The space for Erasmus+ students is limited and accommodation is provided 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 rent per month for a

bed in a triple room is 110 euro, in a double room - 130 euro, in a single room - 150 euro. A security deposit, corresponding to the monthly rent, is required a week prior to arrival.

Hotel accommodation is also available and the bed&breakfast price for a double room per night ranges from EUR 25 to 50 (preferential price).

For those who prefer to rent a flat in Varna, the International Relations Office recommends a list of available apartments for exchange students which are located near the university. The cost of renting a fully-equipped private/shared room near the city center of Varna is between EUR 170 and EUR 270 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., Students block 1 and 2



Student organizations

UE–Varna cooperates with 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 stay in Varna 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, clubs, as well as train and coach tickets.

Living in Bulgaria and Varna

Republic of Bulgaria - Brief profile

Capital: Sofia

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: GMT +2; Apr – Sept GMT +3

Largest cities: Plovdiv, Varna

Located in the south-eastern part of Europe, Bulgaria is a neighbour of Romania, Greece, Serbia, North Macedonia, Turkey and has a beautiful seaside along the Black Sea.



UNIVERSITY OF ECONOMICS - VARNA



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, Albena, St. St. Constantine and Helen. 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 various opportunities for young people 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 was 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 on the bus. Approximate price for a taxi ride within the city is 4–8 BGN.

Currency

Bulgarian currency is called “lev” (BGN). One lev is divided into 100 stotinki. Payment is in leva (levs); Bigger stores accept credit cards: Mastercard-Eurocard and VISA. The exchange rate of the lev is fixed to the euro at roughly 2 BGN leva for 1 euro.



Where to go and what to see

Sights, museums and galleries

Numerous museums in Varna welcome 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 (Stone Forest)
- Aladzha Monastery
- Varna City Art Gallery Boris Georgiev
- Varna Dolphinarium
- 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 in 1921 after the fashion of the city of Vienna. It houses a theatre, an opera and philharmonic halls. The first play was presented by French soldiers during the Crimean War in 1855. The first opera performance in Varna was given in 1947. Not far away from it is the Puppet Theatre where the Golden Dolphin Festival of Puppets takes place every three years.

The University is located in the city centre, just five minutes away from the beach and opposite 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 provides a lot of opportunities for entertainment in many discos, clubs and bars with live music. During the summer, lots of new bars at the seafront open gates to welcome local people, students and tourists so parties and friendly atmosphere are a must. Don't miss this chance and join Varna's nightlife!



Erasmus+ students about their experience at the University of Economics – Varna

As two Irish students coming to Varna in Bulgaria was a big move at first. Very little is spoken about Bulgaria in Ireland and not much is known. That quickly changed! Coming to Varna was the best decision and we certainly got the best Erasmus experience despite COVID-19 more so than other students in other countries. Varna is a spectacular spot located by the black sea. On those sunny evenings it is so lovely to chill by the sea having some drinks while when the weather gets colder there is an abundance of restaurants and clubs to choose from. Bulgaria is a fascinating country with a unique culture and very interesting to explore some of the soviet and communist monuments that Bulgaria has to offer. The International Relations office could not have been more helpful as well as the lectures. Given that there were only Erasmus students in the class, class sizes were small which made college so enjoyable because we knew all our classmates and the lecturers so well. If you are thinking about coming to Varna for Erasmus don't, just go and do it because you won't regret and will have memories for ever.



Gary Twomey and Aoife Condon, Ireland

Gary and Aoife

Bulgaria, especially Varna, is a great place to visit and do your Erasmus. It was the best choice I ever made, as I made friends from other countries, visit new places, get to know my self better and of course improve my English speaking, something that I was scared about. Although I was the only one from Cyprus, I had the opportunity to make friends as we start knowing better each other.

The university is in the center, near the beach, restaurants, coffee shops, so it's easy after the classes to go grab a coffee, eat something and walk in the beautiful park. Erasmus is great experience as you can do a lot of activities. You can visit villages, other cities and go to countries next to Bulgaria. Even in Varna there are a lot of things you can do, like karting, paintball, cinema, theatre, ice skating in the winter, swimming in the summer and also try Bulgarian food. At UEV everyone is friendly, willing to help you, so you can have the best experience and expand your knowledge. All in all, take the opportunity, don't be afraid of changes, it was the best decision I ever made! You will not regret it!

Maria



Maria Kyprianou, Cyprus



„Give Bulgaria a chance and you will not regret it.” This were the words that were mentioned to us on our first welcome day in the University of Economics. After 3 ½ months of staying here I can say I am really pleased that I gave the chance to Bulgaria! Varna is a great place for spending an extraordinary Erasmus, as it offers a lot of possibilities for students to enjoy the time at the beach, bars & restaurants and all the other places at the perfect location in Varna. Also the events and trips planned by ESN or by us students in and around Bulgaria are unique experiences which I will never forget. Seeing the beautiful landscape but also the different cities was brilliant. The same goes for the friendships I could build here. In short time I got to know people and found good friends, which made my stay here valuable. Friendships, that last beyond the time spent in Varna and make Erasmus a unique time. I would not like to miss the time here and I’m happy for giving the chance to Bulgaria.

Tobias



**Tobias Kykawetz,
Germany**

Our semester in Bulgaria at the University of Economics - Varna was wonderful. Varna is a beautiful city by the sea, which offers a lot of activities for students and rich nightlife. Despite the COVID-19 virus, we had opportunity to travel around Bulgaria and visit different places, like wonderful Rila Monastery and Seven Rila lakes. We had immediately fell in love with Bulgarian cuisine and hospitality. Teachers and whole IRO were always very helpful and friendly. We met new people from all around the world and created lifelong friendships. If you still hesitate whether you should sign up for Erasmus and where you should go, the University of Economics in Varna is the right choice and you will certainly not regret it.

Lucia, Janka, Zuzana and Adam



Lucia Štesková, Janka Valeková, Zuzana Kopšová, and Adam Baliž, Slovakia



PART THREE

STUDY PROGRAMME FOR EXCHANGE STUDENTS

Lecturers



Assoc. Prof. Radan Miryanov, PhD
Email: miryanov@ue-varna.bg
Courses:
- Modeling in Economics
- Uncertainty and Decision Making



Assoc. Prof. Vladimir Zhechev, PhD
Email: vladimir.zhechev@ue-varna.bg
Course:
- Branding and International Brand 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:
- Strategies and Tactics of Pricing



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



Chief Assist. Prof. Petar Petrov, PhD
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



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



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



Chief Assist. Prof. Milcho Bliznakov, PhD
Email: mbliznakov@ue-varna.bg
Course:
- Investment Management



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



Chief Assist. Prof. Svilen Ivanov, PhD
Email: svilen.ivanov@ue-varna.bg
Courses:
- Storytelling
- Applied Semiotic Analysis of Advertising



Assoc. Prof. Desislava Serafimova, PhD
Email: serafimova_d@ue-varna.bg
Courses:
- Corporate Social Responsibility
- Management in a Digital World



Assoc. Prof. Petya Dankova, PhD
Email: dankova@ue-varna.bg
Courses:
- Human Relations
- Organizational Psychology



Prof. D. Sc. Ivan Rusev
Email: ivroussev@ue-varna.bg
Course:
- European Context of Bulgarian History and Culture



Prof. Veselina Dimitrova, PhD
Email: vesselina.dimitrova@ue-varna.bg
Course:
- Fundamentals of Circular Economy



Assoc. Prof. Maria Stanimirova, PhD
Email: maria_stanimirova@ue-varna.bg
Course:
- Business Consulting



Chief Assist. Prof. Svetlana Todorova, PhD
Email: svetlana.todorova@ue-varna.bg
Courses:
- Uncertainty and Decision Making
- Applied Statistics with SPSS



Assoc. Prof. Snezhana Salova, PhD
Email: ssulova@ue-varna.bg
Course:
 - Web Technologies



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



Chief Assist. Prof. Radka Nacheva, PhD
Email: r.nacheva@ue-varna.bg
Course:
 - Web Technologies



Assoc. Prof. Kaloyan Kolev, PhD
Email: kolevk@ue-varna.bg
Courses:
 - Behavioral Economics
 - Multinational Enterprises and Foreign Direct Investment



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



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



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



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



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



Chief Assist. Prof. Silvia Dimitrova, PhD
Email: silvia_dimitrova@ue-varna.bg
Courses:
 - Cultural Policy
 - Expatriate Management



Chief Assist. Prof. Maria Georgieva, PhD
Email: m.georgieva@ue-varna.bg
Courses:
 - Branding and International Brand Management
 - Insights into Consumer Behaviour



Chief Assist. Prof. Krasimira Yancheva, PhD
Email: krasimira_yancheva@ue-varna.bg
Courses:
 - Management and Animation in the Entertainment Industry
 - Events Design and Experience



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



Senior Lecturer Kristana Ivanova
Email: kristana_ivanova@ue-varna.bg
Courses:
 - Business Presentations
 - Business Communications



Evgeni Raychev
Email: e.raychev@ue-varna.bg
Course:
 - European Context of Bulgarian History and Culture



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



Assoc. Prof. Evgeniya Tonkova, PhD
Email: tonkova@ue-varna.bg
Courses:
 - Distribution Management
 - Innovative Marketing



Chief Assist. Prof. Boncho Mitev, PhD
Email: bonchomitev@ue-varna.bg
Course:
 - Strategic Management



Chief Assist. Prof. Ivo Kostov, PhD
Email: i.kostov@ue-varna.bg
Courses:
 - Business Valuation
 - Real Estate Management and Valuation



Chief Assist. Prof. Miglena Stoyanova, PhD
Email: m_stoyanova@ue-varna.bg
Courses:
 - ERP Systems
 - Geographic Information Systems (GIS)



Assoc. Prof. Nedyalko Valkanov, PhD
Email: n.valkanov@ue-varna.bg
Courses:
 - Prevention of Economic Fraud
 - Financial Regulations and Supervision



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



Assoc. Prof. Tanya Georgieva, PhD
Email: t.georgieva@ue-varna.bg
Course:
 - Innovation Management



Chief Assist. Prof. Diana Dimitrova, PhD
Email: dianadim@ue-varna.bg
Course:
 - International Trade Law



Chief Assist. Prof. Hristina Filipova, PhD
Email: h.filipova@ue-varna.bg
Courses:
 - Marketing of Luxury Products
 - Intercultural Communication



Chief Assist. Prof. Veselina Maksimova, PhD
Email: v_maximova@ue-varna.bg
Course:
 - Change Management

Courses Offered for Academic Year 2022/2023

BACHELOR'S DEGREE COURSES

Winter Semester – Bachelor Degree

COURSE	PROFESSOR	L/S	CREDITS
Strategic Retail Management	Violeta Dimitrova and Michal Stojanov	30/30	6
Strategies and Tactics of Pricing	Yordan Ivanov	30/15	5
Investments Management	Milcho Bliznakov	30/30	6
Entrepreneurship and Small Business Management	Katya Vladova	45/15	6
Environmental Economics	Aleksandar Shivarov	30/15	5
Corporate Social Responsibility	Desislava Serafimova	45/15	7
Training and Career Management	Maria Veleva	45/15	6
Business Valuation	Ivo Kostov	45/15	6
Uncertainty and Decision Making	Radan Miryanov Svetlana Todorova	30/15	6
ERP Systems	Julian Vasilev and Miglena Stoyanova	30/30	6
Online Research Methods	Petar Petrov	30/15	6
Bulgarian Language	Vladimir Dosev	45/15	6
Marketing Communications	Todor Dyankov	45/15	6
Cultural Policy	Silvia Dimitrova	45/15	6
Events Design and Experience	Krassimira Yancheva	45/15	6
Strategic Management	Boncho Mitev	45/15	6
Web Technologies	Snezhana Salova and Radka Nacheva	30/30	7
Operations Management	Stefan Kalpachev and Aleksandar Todorov	45/15	7
Branding and International Brand Management	Vladimir Zhechev and Maria Georgieva	30/30	6
Behavioral Economics	Kaloyan Kolev	45/15	6
Human Relations	Petya Dankova	45/15	6
Innovation Management	Tanya Georgieva	45/15	6
International Trade Law	Diana Dimitrova	30/30	6
Marketing of Luxury Products	Hristina Filipova	30/15	5
Change Management	Veselina Maksimova	45/15	6



Summer Semester – Bachelor Degree

COURSE	PROFFESSOR	L/S	CREDITS
Modeling in Economics	Rosen Nikolaev and Radan Miryanov	30/30	6
Mathematical Analysis	Teodora Zapryanova	30/30	8
Business Consulting	Maria Stanimirova	45/15	6
Career Development	Stefan Kalpachev	30/30	6
Event Management	Genka Rafailova	30/15	6
Bulgarian Language	Vladimir Dosev	45/15	6
Business Communications	Krastana Ivanova	30/30	6
Real Estate Management and Valuation	Ivo Kostov	45/15	6
Applied Statistics with SPSS	Svetlana Todorova	30/15	6
Business Growth Management	Katya Vladova	45/15	6
Management and Animation in the Entertainment Industry	Krasimira Yancheva	45/15	6
Organizational Psychology	Petya Dankova	45/15	6
Multinational Enterprises and Foreign Direct Investment	Kaloyan Kolev	30/30	6
Insights into Consumer Behaviour	Maria Georgieva and Valentina Yordanova	45/15	6
Management in a Digital World	Desislava Serafimova and Silvia Dimitrova	30/30	7
Financial Regulations and Supervision	Nedyalko Valkanov	45/15	6
European Context of Bulgarian History and Culture	Ivan Rusev and Evgeni Raychev	45/15	6
Intercultural Communication	Hristina Filipova	30/15	5

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.

Courses Offered for Academic Year 2022/2023

MASTER'S DEGREE COURSES

Winter Semester – Master's Degree

COURSE	PROFFESSOR	L/S	CREDITS
International Harmonization of Accountancy and Auditing	Fanya Filipova	45/15	8
Distribution Management	Evgeniya Tonkova	45/15	7
Creative Industry and Business	Genka Rafailova	30/15	4
Bulgarian Language	Vladimir Dosev	45/15	6
Financial Management	Dancho Petrov	45/15	7
Business Presentations	Krastana Ivanova	30/15	4
Prevention of Economic Fraud	Nedyalko Valkanov	45/15	6
Storytelling	Svilen Ivanov	30/30	6



Summer Semester – Master’s Degree

COURSE	PROFFESSOR	L/S	CREDITS
Innovative Marketing	Evgeniya Tonkova	45/15	8
Geographic Information Systems (GIS)	Julian Vasilev and Miglena Stoyanova	30/30	6
Bulgarian Language	Vladimir Dosev	45/15	6
Expatriate Management	Silvia Dimitrova	45/15	6
Fundamentals of Circular Economy	Veselina Dimitrova	30/15	5
Customer Relations Management	Todor Dyankov	45/15	6
Soft Skills for Management	Maria Veleva	45/15	6
Talent Management	Petar Petrov	30/15	6
Applied Semiotic Analysis of Advertising	Svilen Ivanov	30/30	6

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Detailed description of the courses is available on our website in the Erasmus+ section, as well as on https://ue-varna.bg/en/p/8629/international-relations/exchange-opportunities/erasmus/incoming-students#tab_step-4

Erasmus+ mobility students can also choose courses from UE–Varna bachelor programme in **International Business** delivered in English.

Winter Semester – INTERNATIONAL BUSINESS

COURSE	PROFFESSOR	L/S	CREDITS
Microeconomics	Kaloyan Kolev and Svilena Mihaylova	45/30	9
Applied Mathematics	Radan Miryanov, Tanka Milkova and Rosen Nikolaev	30/45	9
Informatics	Vladimir Sulov, Nikolina Stamatova and Sofia Ivanova	45/30	9
Marketing	Vladimir Zhechev and Maria Georgieva	45/30	8
Accounting Theory	Aneta Atanasova and Dragan Georgiev	45/30	9
TNC and FDI	Kaloyan Kolev and Svilena Mihaylova	30/30	8
Research Methods for Business	Radan Miryanov, Vanya Krалеva and Svetlana Todorova	45/30	8
Physical Education	Ilko Iliev and Velislav Tsekov	-/30	1

Summer Semester - INTERNATIONAL BUSINESS

COURSE	PROFFESSOR	L/S	CREDITS
Macroeconomics	Kaloyan Kolev	45/30	8
Principles of Law	Andriana Andreeva	45/30	8
Management	Desislava Serafimova	45/30	8
Introduction to Statistics	Svetlana Todorova	45/30	9
Management of International Business	Aleksandar Shivarov	45/30	9
International Brand Management	Vladimir Zhechev	30/30	5
Human Resource Management	Petar Petrov	30/30	6
Business to Business Marketing	Vanya Krалеva	45/30	7
Physical Education	Ilko Iliev and Velislav Tsekov	-/30	1





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