

2017/2018

# Varna University of Management

Training Programs and Admissions Criteria

**LAGOS INTERNATIONAL  
EDUCATIONAL CONSULTANTS**

## Table of Contents

Table of Contents.....	2
1. General Information .....	3
2. Undergraduate Programs.....	4
3. Postgraduate Programs (Masters) .....	6
4. Dual Degrees.....	9
5. Preparatory English Course .....	10
6. Admissions .....	11
7. Scholarships .....	13
8. Tuition Fees.....	15
9. Further Details .....	15

## 1. General Information

Varna University of Management (VUM) is an international business school. Students from over 40 countries receive excellent education in Business and Marketing, IT, Tourism and Hospitality Management, Gastronomy and Culinary Arts. VUM offers Bachelor's and Master's dual-degree programmes, taught entirely in English, in cooperation with universities in countries such as the UK, Switzerland, France, Norway, the Netherlands. Students study the curricula synchronized as in the partnering institutions and have to meet up the same high standards in examinations. They graduate with degrees from both the partnering universities and VUM. The University ranks high for student internships and international orientation on a European level, and ranks as the number one Bulgarian business school.

VUM maintains excellent connections with businesses and boasts along-standing success of placing its students with top employers in USA, the UK, France, Spain, Italy and other countries. Varna University of Management offers students a different style and type of learning. It strives to establish a good balance between theoretical and practical skills. It encourages students to put theory into practice by demonstrating the skills they have developed in real-life situations - either in IUC's training facilities or in various companies IUC has business relationships with.

Programmes are fully taught in English. Some of the disciplines are given by guest lecturers coming from United Kingdom, the Netherlands, USA and other countries, which makes a meaningful contribution to students giving them the opportunity to view different aspects of culture and understanding of business. Considering half of all students are to continue to seek careers in business related activities, they deserve some combination of instruction which will give them higher degree of confidence for successful careers.

## 2. Undergraduate Programs

### 2.1 International Hospitality Management

The Hospitality Management specialty is accredited by the Bulgarian National Evaluation and Accreditation Agency in the “Administration and Management” academic stream. Furthermore, the VUM Hospitality Management specialty is recognized and accredited by Cardiff Metropolitan University UK, which provides students with the opportunity to receive two Bachelor Degrees upon successful completion of their studies. Language of instruction is English, duration of this course is 3 years

The Hospitality Management specialty is designed to provide a wide array of skills and knowledge, which are necessary for every manager in the field of tourism. These capabilities provide graduates with excellent career growth opportunities in an international context. They serve as an excellent starting point for students who intend to reach top management level in broad aspects of the tourism industry both in Bulgaria and on an International level. The majority of the graduates from this specialty occupy middle and top management positions in multinational tourist organizations working as hotel managers, F&B and Front Office Managers, Senior Administrators, Marketing Managers and many others.

After successful completion of this course each student has opportunity to receive two diplomas: Bulgarian Bachelor Degree from Varna University of Management and British BA (Hons) from Cardiff Metropolitan University, UK.

### 2.2 International Business Management

The International Business and Management Programme is intended to serve the needs of the global market for specialists in the field of international business. The process of globalization as well as the dynamic import and export of goods and services across borders signals the need for well prepared professionals in the field of management and marketing who can be in line with the contemporary, rapidly changing business standards.

The major objectives of this specialty are the preparation of highly skilled specialists with developed business thinking and establishing knowledge and capabilities that are typical for modern business managers. After graduation young professionals are qualified to occupy positions in the field of strategic management and marketing, international business planning, HR, brand management, sales, finance and in many other realms of global business. Furthermore, the VUM International Business and Management specialty is recognized and accredited by Cardiff Metropolitan University - UK, which provides students with the opportunity to receive two Bachelor Degrees upon successful completion of their studies. Language of instruction is English, duration of this course is 3 years.

## 2.3 Business Information Systems

The Business Information Systems is a new specialty which is provided in response to the increasing demand for specialists in the field of Information Technologies applied to business. The programme is focused on the development of knowledge of students in the field of computerized information systems, which is a substantial function of every modern organization. The curriculum in this specialty is designed in such a way that it gives students the opportunity to choose on their own the field of information technology in which they want to specialize. This is possible after the first year when during which students gain fundamental knowledge of business information systems and their real-life application.

Those who graduate this specialty enjoy very good opportunities for professional realization as managers or consultants in the IT departments of many public, trades, financial or non-economic organizations.

After successful completion of this course each student has opportunity to receive two diplomas: Bulgarian Bachelor Degree from Varna University of Management and British BA (Hons) from Cardiff Metropolitan University, UK. Program is held in English, course duration is 3 years.

## 2.4 Business and Management Studies

VUM Business and Management specialty is recognized and accredited by Cardiff Metropolitan University, which provides students with the opportunity to receive two Bachelor Degrees upon successful completion of their studies in one of the following academic pathways:

- Bachelor in Business and Management, pathway: International Business Management
- Bachelor in Business and Management, pathway: Marketing
- Bachelor in Business and Management, pathway: Law
- Bachelor in Business and Management, pathway: Information Systems Management
- Bachelor in Business and Management, pathway: HR Management
- Bachelor in Business and Management, pathway: Strategy and Enterprise
- Bachelor in Business and Management, pathway: Finance
- Bachelor in Business and Management, pathway: Sustainability

During the first two years of their education, students who have chosen the Business and Management programme will have core modules such as: Marketing, Management, Economics, Finance, etc. In their last year students will have elective modules, which will allow them to specialize in one of the abovementioned academic fields. Studying program is held in English, duration of the program is 3 years.

## 2.5 International Tourism Management

The International Tourism Management programme provides an understanding of the nature and role of tourism as a major global activity which makes significant contributions to the economies of developed, emerging and less developed countries. All students in the International Tourism Management specialty have two obligatory internships during their education. These internships last about 10 weeks and are done in tourist organizations such as high class hotel chains, tour operators and tourist agencies.

VUM International Tourism Management specialty is recognized and accredited by Cardiff Metropolitan University - UK, which provides students with the opportunity to receive two Bachelor Degrees upon successful completion of their studies. Studying program is held in English, duration of the program is 3 years.

## 3. Postgraduate Programs (Masters)

### 3.1 Master of Business Administration (MBA)

The MBA programme takes a strong international perspective in all areas. The MBA will provide you with evidence of personal dedication and commitment, an international orientation, development of inter personal skills, presentation and communication skills and greater confidence in your overall managerial abilities. The combination of theory and its practical application provides you with problem solving management skills of immediate and enduring value. The essentials of the MBA programme are built around the gathering and consolidation of leadership, decision making, communication and analytical skills which are substantial for every successful manager.

Programme is designed for working people and therefore studies take place during the weekends, which means that you may study and work simultaneously. Classes are offered on Fridays and Saturdays which facilitate travelling and accommodation.

Lectures are fully taught in English. There are many guest lecturers who will teach you during the course. MBA students come from different cultures, industries and diversified backgrounds although working experience is not compulsory for admission. Those students bring a fusion of experience, cultural variety, and extensive knowledge to the classroom. This diversity not only enhances the value of the studies, but it also enriches the discussion, forums and seminars that take place during lectures.

MBA core study modules:

- People & Organisations
- Accounting for Decision Makers
- Marketing
- Supply and Operations Management
- Strategic Management
- Dissertation/Start-up a business/Proposed Project

MBA Elective modules:

- Project Management Theory and Practice
- Project Management Case Studies
- Finance for International Business
- Capital Markets and Derivatives
- Managing People in a Global Context
- Leadership and Developing People
- Product Development Management
- Managing the Product Development Process
- Buyer behaviour and Relationships in a Global Context
- Strategic Global Marketing
- Health Cognitive Informatics
- Health Sector Project Management

MBA Specialist Pathways:

It is possible to achieve a specialist MBA that allows you to show this specialisation in brackets after the award. For example MBA (Project Management)

The specialist MBA is awarded upon completion of two specialist modules and a dissertation to be undertaken in the specialist area. The specialist pathways, with their compulsory modules are:

MBA Project Management  
MBA Product Development Management  
  
MBA Health Sector Management  
  
MBA Marketing  
  
MBA International Finance  
  
MBA Human Resources

In order to run the specialist pathways a group of minimum 10 people per pathway is required.

The British accreditation that has been granted to Varna University of Management by the prestigious Cardiff Metropolitan University (Cardiff Met), UK justifies the opportunity to study the full course of the high status MBA programme in Bulgaria. Language of instruction: English; Duration of MBA course is 3 semesters (1 calendar year)

### 3.2 MSc International Hospitality and Tourism Management

This course has been designed to meet the needs of industry managers, executives and other professionals both for the present and the future. You will develop your management, research and analytical skills to a standard that will allow you to operate at a high level within this dynamic industry.

Its intensive but generalist approach prepares you for a wide range of possible careers in travel and tourism. Our graduates take up employment opportunities in official tourist organisations, transport, hotels, tour operating and travel agency companies, government and other organisations where knowledge of tourism management is important.



Study modules:

- Managing People and Marketing across Cultures
- Tourism, Hospitality and Events Industries in Context
- Industry Project Management
- Internship
- Exploring Hospitality and Tourism Landscapes
- Research Methods
- Dissertation / Enterprise Project / Consultancy Project

British Master Degree (MSc International Hospitality and Tourism Management) will be issued by Cardiff Metropolitan University, UK and Bulgarian Master Degree awarded by Varna University of Management. Course is held in English, duration of the course is 3 semesters (1 calendar year).

## 4. Dual Degrees

As was mentioned above Varna University of Management is working in partnership with other European Universities. Established agreements between VUM and the other Universities allow students to receive dual diploma.

From the UK:

Varna University of Management in cooperation with Cardiff Metropolitan University offer to the students the opportunity to study in one of the following programmes:

BA (Hons) International Hospitality Management

BA (Hons) International Business Management

BSc (Hons) Business Information Systems

BA (Hons) Business and Management Studies

From Switzerland:

Collaborative program of VUM and Business and Hotel Management School-Switzerland.

The program is available for the duration of three years. The first two years are spent in Bulgaria and the third in Switzerland. The first of two semesters in Switzerland takes the form of lectures, and the second- six-months paid internship, which may be extended to twelve months.

After successful completion of the three year course of study the students are awarded Swiss, British and Bulgarian higher education diplomas.

From The Netherlands:

The VUM students participating in this programme will obtain a degree in BBA International Tourism Management of Stenden University.

Academic requirements:

- The VUM students can apply to Stenden University after the successful completion of the first three years of International Hospitality Management.
- The VUM students are exempted from the IELTS entry test for English
- The VUM students who enter this pathway must have a completed supervised internship of at least six months
- The students are required to begin classes at the beginning of the semester in February or September after attending an induction period.

## 5. Preparatory English Course

Preparatory course is available If people intend to study in this University over one of the English–taught programmes, but don't feel that their level of English language is sufficient. Every year VUM organize preparatory classes which last one or two semesters. During this period students will have intensive courses in English language. At the end of the course they will have to take exam in English and if the result is above 55% they will have the opportunity to enroll in one of the English–taught programmes.

## 6. Admissions

All documents have to be submitted in order and in time to Lagos International as per the University requirements below. All applicants are subject to further approval by the Ministry of Education. Our Bulgarian based team will translate as per the official requirements and submit all documentation in time to insure seamless admission and visa issuing process.

The academic year for Bachelor programmes and Preparatory Year of English begins in the last week of September with an introduction week. Classes begin in the first week of October.

Applicants can also apply for the February intake for Bachelor programmes at VUM (spring semester). The deadline for receiving such applications is 1<sup>st</sup> of November. After that point, no applications are processed by the Ministry of Education for the current academic year.

The Master's programmes begin in mid-October and last one calendar year. No February intake is offered for Master's programmes.

Please note that upon arrival, all international students who have no internationally recognized certificate of English have to sit for the VUM English language entry test.

### 5.1 Required Documents for Undergraduate Students

In order to apply to Varna University of Management following documents are required:

- Application form
- A secondary education diploma and grade transcript notarized by a Notary Public. It needs to be translated in Bulgarian and certified by the respective authorities with an apostille from the local Ministry of Foreign Affairs, and a certification from the nearest Bulgarian embassy.

Every applicant needs to have 62% or higher out of the maximum possible grade in the general subjects.

- Document proving level of English
- A certificate issued by the Ministry of Education or another responsible authority in the applicant's residence country to prove that the academic credentials of the applicant give him/her the right and access to university education in the country, in which the diploma was issued. The certificate needs to be translated in Bulgarian, and certified by the respective authorities with an apostille from the local Ministry of Foreign Affairs.
- An Original Health Certificate, issued not earlier than a month prior to application with an apostille from the local Ministry of Foreign Affairs, translated and certified.

- Four passport size photos
- Passport Copy

## 5.2 Required Documents for Postgraduate Students

Master's applicants have to submit all the above listed documents plus scan of their higher education (university) diploma and grade transcript. This diploma does not need to be certified at the Bulgarian Embassy. It only needs to be translated if it is not in English.

## 5.3 English Language Requirements

As English is the language of instruction at VUM, all the applicants must have a level of English sufficient to participate and be successful in the learning process. To prove their level of English students must either provide internationally recognised English language certificate (TOEFL, SAT, IELTS, PTE, CAE, etc.) or sit for an English language test at VUM.

### Interview Obligatory

VUM accept the following results:

- TOEFL IBT with score of min. 79 points
- SAT – over 1000 points from two sections
- IELTS 6.0 (or equivalent score from other internationally recognized testing systems)

On the other hand, international students whose native tongue is English or whose language of instruction at school was English (and are able to provide proof of that), are exempted from the English language test.

Those applicants whose level of English is insufficient can choose to start in the preparatory year (2 semesters) or can opt for additional language module at VUM.

The second component of the admission is an interview of motivation at VUM, that aims at understanding your study motivation and background both in study and real life perspective.

There is a registration fee of 90 EUR, which is non-refundable, but is deducted from the total amount of the tuition fee.

## 7. Scholarships

For academic 2016-2017 year, VUM enables students, who achieve good results on the exams to receive a scholarship in the first year of study.

Types of scholarships:

- Scholarship for the first semester or scholarships for prospective students
- Scholarship according to academic performance of the previous one (for second semester students) or two semesters (for students after the second semester). Students are ranked according to their success in the corresponding specialty and year of study, including a state scholarship and a 'European Social Fund ', see Table
- Scholarship for special achievements, awards and other activities. The scholarship is granted to students who are involved in initiatives and activities at IUC and outside the university. The amount of the scholarship is determined at the discretion of the management of IUC together with the Student Council.
- A scholarship to assist all students accommodated in dormitories of IUC.
- A scholarship for family members - brother/sister, husband/wife, parent/child studying simultaneously in IUC. The scholarship is independent, provided without additional conditions.
- Social scholarship - provided that the student does not qualify to receive scholarship for success by IUC, he has the right to apply for a social grant up to € 300 per semester. The student can demonstrate the need for this type of scholarship by official documents issued by competent authorities.

In the first semester, students can apply for a scholarship up to € 1,000, as the exact amount is determined by the result gained on the English exam (certificate) or SAT and motivational interview. The student with the best grades from the first semester receives a scholarship for the amount of € 2,000.

Prospective students with good score from SAT Reasoning test, TOEFL, IELTS, PTE, FCE. etc. (internationally recognized English language test) are welcome to apply for a scholarship from EUR1100 to EUR1500 for the first semester of their studies.

The scholarship is awarded based on ranking related to the average points from the international recognised English language test as a percentage from the max score as follows:

<b>Points SAT Reasoning Test from two sections</b>	<b>Ranking related to the average points from the international recognized English language tests as a percentage from the max. score:</b>	<b>Scholarship for the first semester</b>
over 1300		€1500
from 1200 to 1299		€1300
from 1100 to 1199	above 95%	€1100
from 1000 to 1099	from 90% to 95%	€900
from 900 to 999	from 80% to 90%	€750
to 899	from 70% to 80%	€500*
-	from 60% to 70%	€250*

\* At the discretion of the admissions committee that scholarship or part of it can be used for 2-3 month intensive - Preparatory English course.

Students with a SAT score under 1000 points or a result from the other types of tests lower than 85% on the maximum possible score can also apply for a scholarship for the first semester from EUR200 to EUR1000 if they possess excellent academic credentials or provide proof of financial difficulty.

Note that Scholarships are not awarded to part-time students and could be cancelled if the student has failed more than two exams.

After announcing the results of entrance exams, each accepted student at VUM, has to pay an admission fee of EUR 90 within one month after being notified of his/her acceptance. The admission fee will be deducted from the the tuition fee for the first semester (it is not an extra amount). The admission fee is not refundable in case the student decides not to enroll by the beginning of the academic year.

## 8. Tuition Fees

Entry exams at Varna University of Management are free of charge. There is opportunity to receive scholarship of up to 100% of their tuition fee in accordance to their results and knowledge of English language.

The tuition fee per semester for double-degree undergraduate programs taught in English for International students is 1950.00 Euro.

The tuition fees for postgraduate programs are as follows:

Master of Business Administration - EUR 5850 (incl. 3 semesters)

MSc Tourism Management - EUR 4950 (incl. 3 semesters)

The tuition fee per semester for preparatory year in English is EUR 1950 for International students

For all study programmes there is a application fee of 90 EUR, which is later deducted from the total tuition fee paid by the student.

## 9. Further Details

For more information on how to begin your application process and our services, please contact our local representative in your country or email [info@lojeducational.com](mailto:info@lojeducational.com)