



BUSINESS AND MANAGEMENT

Professional degree: Bachelor



Programme director
Assoc. Prof. Petya
Dankova, PhD



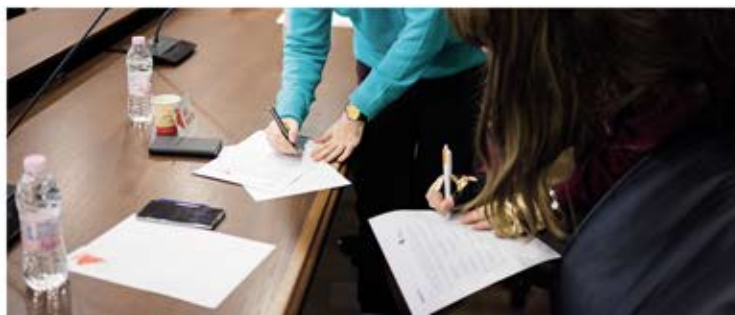
Mode of study
Full time



Professional field
Economics

PROGRAMME OVERVIEW

The Bachelor of Business and Management programme provides you with the concepts, theories and techniques to pursue a successful career in business management. What makes our programme unique is the precisely selected 5 streams, which cover five major areas of study: entrepreneurship and management, finance and accounting, business, HR, marketing and sales. This programme will give you the necessary business acumen to be successful in today's competitive world. All modules are taught in English to ensure that graduates are fully equipped to work for both domestic and international companies based in Bulgaria, as well as in other countries.



CAREER OPPORTUNITIES

- ✓ The acquired knowledge and skills provide opportunities for careers such as:
- ✓ Managers and business analysts;
- ✓ Specialists at different levels in the private and public sectors;
- ✓ Advisors in transnational corporations;
- ✓ Consultants in business and management projects which is a prerequisite for realization of own business ideas.

TEACHING & LEARNING – SPECIALIZING SUBJECTS IN THE CURRICULUM

Strategic marketing and
management

Problem solving for business

Research methods for
business

Entrepreneurship and
innovation

Financial and business analysis

Sales management and
logistics

Human resource
management

International trade

Financial and Investment
management

BUSINESS PARTNERS



BULGARIAN
INDUSTRIAL CAPITAL
ASSOCIATION



PORT OF
VARNA



DELTA-P
ACCOUNTING

CONTACTS



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