



**V**ARNA  
**U**NIVERSITY OF  
**M**ANAGEMENT



# APPLICANT'S GUIDE

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2023-2024

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# HELLO, PROSPECTIVE STUDENTS!

If you are reading this guide, you probably want to become part of the international family of **Varna University of Management (VUM)**! As you may already know, we have students from nearly 50 countries, so you'll really enjoy the international and multicultural atmosphere throughout your years of study!

We have prepared this informative guide especially for you and hope it can help you convince yourself that this is the right place for you. Here, you will find answers to some basic questions. For more detailed information, visit our information channels or contact the relevant department of VUM.



[Varna University of Management](#)



[Culinary Arts Institute](#)



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[@CulinaryArtsEU](#)

# WELCOME TO VUM!

# Welcome Greeting from the President of VUM



## **Dear prospective students,**

Choosing a higher education institution is an important step in laying the foundations for a successful professional career. This process should be informative as it marks the beginning of a new and exciting journey with opportunities to develop new skills, experience, knowledge, make useful contacts and lifelong friendships.

For more than 20 years, we have been welcoming Bulgarian and foreign students to prepare them for the competitive labor market and provide them with long-term practical skills and expert knowledge. Varna University of Management has been ranked 1st in the world for student mobility for three consecutive years and is a leading university for international orientation, teaching, learning and transfer of knowledge according to U-Multirank. By studying at Varna University of Management, you will not only grow academically, but also as a person, and we hope that you will become true citizens of the world!

I would like to wish you success in the candidate student exams!

***Go ahead and fair winds***

*Assoc. Prof. Dr. Todor Radev  
President of Varna University of Management*



# Varna

Perhaps you believe you know quite a lot about Varna...maybe you do. However, if you don't, you may cast a quick glance at the lines below. You will get acquainted with details and facts that very few citizens of Varna claim that they know.

## Did you know that

Varna is the third largest city in Bulgaria (with a population of about 350,000 people) with an area of 205 sq. km.

Its location is on the north of the Bulgarian Black sea coast and together with the wealth of natural resources, it makes it one of the most popular and attractive resort towns in the region.

Moreover, it is also located at the crossroads between Western Europe and the Middle East.

The strategic position of Varna on the map of South-Eastern Europe makes the city one of the most developed settlements on the Black Sea coast since Antiquity. Many historical artifacts presented today in the city's Archaeological Museum date back from this period. The museum's impressive collection includes the treasure found in the Varna Chalcolithic Necropolis - the oldest gold hoard in the world dating back six thousand years ago.



Among the other museums, the Naval Museum, the Natural History Museum, the Historical-Ethnographic Complex of the Proto-Bulgarian settlement “Phanagoria” and the Museum of the History of Medicine can be distinguished.



Today, Varna is a modern cosmopolitan city with a rich program of artistic and cultural events. Varna boasts countless cultural events including: folklore music, ballet, opera and theater, film and animation screenings, outdoor events and numerous art galleries. A number of international festivals are held in Varna - International Theater Festival “Varna Summer”, Ethno Festival, International Jazz Festival “Varna Summer”, International Folklore Festival in Varna, International Film Festival “Love is madness”, International Ballet Competition, International Festival of puppetry Art “The Golden Dolphin”, International Photographic Salon, Festival of the Bulgarian film “Golden Rose” and others.



Some of the sights of the city are Varna Opera House, Drama Theater “Stoyan Bachvarov”, Festival and Congress Center, Palace of Culture and Sports, the picturesque Summer Theater, as well as the City Art Gallery “Boris Georgiev”.





## Interesting facts about Varna

- The oldest gold treasure in the world is found at the Varna Necropolis
- Varna's Sea Garden is the largest landscaped park on the Balkans
- The Roman Thermae is the 4th largest preserved Roman Bath complex in Europe and the largest on the Balkans. In the 19th century, the underground premises of the baths were used as a prison.
- The earliest traces of human presence in these lands date back to the Old Stone Age -100 000 years ago
- Varna International Ballet Competition is the oldest and most prestigious ballet competition in the world
- The Dolphinarium in Varna is a one-of-a-kind attraction and the only one on the Balkans
- The Museum of Medicine is the only one of its kind on the Balkans
- Varna Palace of Culture and Sports has a twin in Lagos, Nigeria, which is four times bigger than the Bulgarian original. After an unsuccessful long search in the USA, the Scandinavian countries and Western Europe, finally the 10 - million citizen city officially agreed on the architectural model of Varna Sports Hall.
- The longest bridge in Bulgaria, the Asparuhov bridge, is built in Varna
- Varna is the place where the last Crusade ended

## Varna around the world

Do you know that there is a total 9 cities in the world named Varna, as well as a bay and a park.

1. Varna, Bulgaria  
Latitude: 43o 12' N  
Longitude: 27o 55' E  
Characteristics: located on the West Coast of the Black Sea; a large industrial, cultural and tourist centre.
2. Varna, Serbia  
Latitude: 44o 40' N  
Longitude: 19o 40' E  
Characteristics: a Serbian town to the west of Belgrade with population around 2 000 people.
3. Varna, Russia  
Latitude: 53o 24' N  
Longitude: 60o 58' E  
Characteristics: a village in Chelyabinsk region close to the border with the Kazakh Republic.
4. Varna, Azerbaijan  
Latitude: 40o 55' N  
Longitude: 48o 23' E  
Characteristics: an alpine village in the Caucasus, near the capital Baku.
5. Varna, Italy  
Latitude: 46o 44' N  
Longitude: 11o 38' E  
Characteristics: an alpine town in the region of Trentino-Alto Adige, Northern Italy. Around 90% of the population speaks German as official language.
6. Varna, Washington, USA  
Latitude: 46o 17' N  
Longitude: 118o 05' W  
Characteristics: a small settlement in the North - West marked only on very detailed maps.

- The famous Orient Express passed by Varna between 1883 and 1885.
- It is believed that the name of Varna comes from the Old Bulgarian word “Вѣрнь” - “black, crow”. Another theory associates the name with the word “Вѣр”, meaning a mineral water spring.
- There were four full freezings of the Black sea in Varna region during the 20th Century. The biggest one was in 1929 when the ice spread out 20 km offshore.
- The famous Russian celebrity Philip Kirkorov was born in Varna.
- The first Bulgarian football champion was from Varna – local team Vladislav won the title for the first time in 1925.
- The city was named after Stalin between 1949 and 1956. A curious fact is that the Soviet leader is still an honorary citizen of Varna.
- A new world record for “The biggest DNA strands, made by people” was achieved on the Varna’s beach in 2016. 4000 volunteers took part in the building of the DNA strands.
- The actual Varna’s coat of arms represents two lions holding an anchor.

#### 7. Varna, Illinois, USA

Latitude: 41o 02’ N

Longitude: 89o 14’ W

Characteristics: another small settlement in one of the most densely populated regions in the world. An interesting fact is that in this case the same names are not just a simple coincidence. While the citizens of the American settlement were wondering what name to choose, a local resident found a forgotten newspaper at the train station. One of the headlines was about a riot which had broken out in a small town on the Black Sea, known as Varna. They perceived the story as a token of inspiration which made the name of the town desirable.

#### 8. Varna, New York, USA

Latitude: 42o 27’ N

Longitude: 76o 26’ W

Characteristics: a suburb in Ithaca, the place of the famous Cornell University.

#### 9. Varna, Ontario, Canada

Latitude: 43o 32’ N

Longitude: 81o 36’ W

Characteristics: a place in Ontario state, almost on the side of Huron Lake. In 1854 a certain Josiah Brown Secord from Chinguacousy Township, near Brampton, Ont., settled in that area. The place was named after the Bulgarian fortress Varna, a port from which thousands of soldiers in the years of the Crimean War sailed towards the battlefield in the Crimea. Josiah’s father Stephen was Laura Secord’s nephew and the Secords were lineal descendants of the Huguenots in France.

#### 10. Varna Park, Sydney, Australia

Latitude: 33o 54’ S

Longitude: 151o 15’ E

Characteristics: a park in Sidney area.

#### 11. Varna Bay, Island of Tasmania, Australia

Latitude: 42o 30’ S

Longitude: 145o 15’ E

Characteristics: sea bay on the western coast of Tasmanian island.





Established in 1996, today **Varna University of Management** is recognized for education in undergraduate and master programmes in the fields of Business and Management, IT, Hospitality and Tourism, and Culinary Arts. All VUM study programmes are delivered exclusively in English.

## What is VUM?

VUM is accredited by the Bulgarian Ministry of Education and Science, as well as by the British Accreditation Council (BAC), member of European Association for Quality Assurance in Higher Education.

The main campus of VUM is located in Varna, however the University has campuses also in Dobrich and in Sofia.

VUM is deeply committed to the principles of internationalization and high quality of education.

Thanks to its internationally recognized programmes, VUM has one of the highest international students' rates in Bulgaria. Today, full-time students from nearly 50 countries across the globe are studying at VUM, and more than 1/3 of all VUM students are international.

VUM has an extensive and sophisticated network of active academic partners of more than 200 universities on five continents. Strategic academic partnership with Cardiff Metropolitan University, UK provides opportunities for students to complete their higher education with two degrees - Bulgarian from Varna University of Management and British from the partner university.





Students from nearly 50 countries across the globe are studying at VUM



MBA programme is in **TOP 3** in Eastern Europe; MSc IHTM is **#14** worldwide

# #1

For 3 consecutive years VUM was ranked **1st** worldwide for student mobility by the independent ranking system U-Multirank

The long-term efforts and work of VUM academic community have been internationally recognized and validated. For three consecutive years, in terms of student mobility VUM was ranked No 1 worldwide by the independent ranking system U-Multirank. In addition, VUM is a leading University for international orientation, teaching and learning and knowledge transfer according to U-Multirank.

VUM master programme in International Hospitality and Tourism Management is ranked 14th worldwide (2022) by Eduniversal Best Masters. In 2022, VUM MBA programme was ranked 3rd in Central and Eastern Europe by Eduniversal Best Masters ranking system.

VUM Research Institute issues internationally recognized science journals such as European Journal of Tourism Research (EJTR), Journal of Pedagogy and Educational Management and VUM Management Review. According to Scopus, EJTR is among the highest ranked European journals in the field of tourism research. EJTR is indexed in Scopus and Web of Science. For a second consecutive year in 2022 VUM Vice Rector (Research) Prof. Dr. Stanislav Ivanov was ranked among the TOP 2% scientists in the world according to the ranking of Stanford University.

VUM maintains excellent contacts with business partners in Bulgaria, Europe, the USA, and more, thanks to which our graduates have the opportunity to spend up to 12 months in practical training abroad and to successfully start their career after graduation.

# Academic Management

**Assoc.Prof. Todor Radev, PhD**

*Rector of Varna University of Management*

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*Vice Rector (Research)*

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*Vice Rector (Quality, Standards and Business Relations)*

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*Academic Director*

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*Programme Director School of Hospitality and Tourism Management*

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**Veselin Zaimov**

*Programme Director School of Computer Sciences*

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**Irina Petkova, PhD**

*Program Director for Cardiff Metropolitan University's programmes in culinary arts*

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**Hugues Boutin**

*Programme Director Culinary Arts Institute*

Email: [hboutin@culinaryartseurope.com](mailto:hboutin@culinaryartseurope.com)



# Departments

The activity of Varna University of Management is structured in academic and servicing administrative units whose role is to provide and support the educational process of our students. Not only during their training at our university, but at any time thereafter.

Questions, queries, and suggestions to VUM can be addressed to the relevant contacts below:

## Marketing and Admission

The Marketing and Admissions Department organizes and conducts both the admission campaigns for students and the overall activities of presenting Varna University of Management to the public. It works actively to build and maintain the positive image of the university, promotes the university through organizing various events and campaigns, participates in thematic exhibitions and maintains media communication, public relations and others. From the Admissions and Marketing Department, you can get detailed information about the application terms, deadlines, documents, procedures, as well as full assistance in all activities and issues related to the application process and the presentation of the university.

You can also make inquiries and suggestions for joint marketing projects and events.

### **Varna Campus**

**13A Oborishte Street, Varna, 9000, Bulgaria**

**Office: 101, 102**

**Tel: +359 886 050 166, +359 885 398 663**

**E-mail: [admissions@vum.bg](mailto:admissions@vum.bg), [info@vum.bg](mailto:info@vum.bg)**

**Director: Siyana Smoletsova**

**Business hours: from 9 a.m. to 6 p.m., Monday – Friday**

## **Student Affairs Office**

The Student Affairs Office organizes and controls the overall training activity at Varna University of Management. The Department organizes and elaborates the curricula and semester schedules, processes and maintains the documentation related to student status (enrollment, certification of the semesters, control over the marks, etc.), prepares and issues the official documents of the students (diplomas, transcript of records, certificates, etc.), initiates the definition of rules and procedures for working with students and lecturers.

The Department provides full support to students on all issues related to the educational process, exams, documents, registrations and more.

### **Varna Campus**

**13A Oborishte Street, Varna, 9000, Bulgaria**

**Office: 410F**

**Tel: +359 52 300 680**

**E-mail: [varna@vumk.eu](mailto:varna@vumk.eu)**

**Business hours: from 9 a.m. to 5 p.m., Monday – Friday**

**Academic director: Nina Zlateva**

### **Dobrich Campus**

**3 Bulgaria Blvd., Dobrich 9300**

**Office: 11**

**Phone: +359 58 655 611**

**E-mail: [academic@vumk.eu](mailto:academic@vumk.eu)**

**Head of “Educational activity”: Tatyana Hristova**

**Opening hours: from 09:00a.m. to 5:00p.m., Monday – Friday**



## Student Experience Office

Student Experience Office takes care of students' peace of mind in their extracurricular activities.

You can contact this Department in case of:

- Need for assistance in renewing visa/ residence permit, opening bank accounts of foreign students.
- Health problems - need for medical/ dental examination.
- Consultations and counseling for students on extracurricular matters.

### **Varna Campus**

**13A Oborishte Street, Varna, 9000, Bulgaria**

**Office: 410D**

**Tel: +359 885 309 060**

**E-mail: [student.experience@vumk.eu](mailto:student.experience@vumk.eu)**

**Business hours: from 9 a.m. to 8 p.m., Monday - Friday**

### **Dobrich Campus**

**3, Bulgaria Street, Dobrich, 9300, Bulgaria**

**Tel: +359 58 655 620**

**E-mail: [student.welfare@vumk.eu](mailto:student.welfare@vumk.eu)**

**Business hours: from 9 a.m. to 5 p.m., Monday - Friday**

## Career Center

For more than 20 years, Varna University of Management has been training and developing professionals for the business industry. The practical direction of the education we offer to our students has always been fundamental in their professional and career development. Therefore, within the framework of their education, our students have compulsory practical internships with a total duration of up to 12 months.

The Career Center of VUM offers full assistance to the students in finding the most suitable place for internships and supports them during the whole process of their conduction.

### **Dobrich Campus**

**3, Bulgaria Street, Dobrich, 9300, Bulgaria**

**Office: 11**

**Tel: +359 58 655 612**

**Business hours: from 9 a.m. to 5 p.m., Monday - Friday**

## **International Cooperation Department and Erasmus+ Office**

International Cooperation Department is the place where students can get detailed information about the Erasmus+ Programme and student mobility opportunities, as well as apply for study or internship at a university with which VUM has a signed agreement with.

**13A Oborishte Street, Varna, 9000, Bulgaria**

**Office: 403A and 403B**

**E-mail: [erasmus@vumk.eu](mailto:erasmus@vumk.eu)**

**Business hours: from 9 a.m. to 5 p.m., Monday - Friday**

## **Accommodation**

Varna University of Management has accommodation facilities in the cities of Varna and Dobrich. Questions regarding accommodation, laundry and other campus facilities can be asked at:

### **Varna Campus**

**13A Oborishte Street, Varna, 9000, Bulgaria Office: 406**

**Tel: +359 889 723212**

**E-mail: [dorm.varna@vumk.eu](mailto:dorm.varna@vumk.eu)**

**Director: Stoyan Dimitrov**

**Business hours: from 9 a.m. to 5 p.m., Monday - Friday**

### **Dobrich Campus**

**VUM Dormitory, 5A Bacho Kiro Street, Dobrich, 9300**

**Tel: +359 886 140 606**

**E-mail: [reception@vum.bg](mailto:reception@vum.bg)**

**Business hours: from 9 a.m. to 5 p.m., Monday - Friday**

# BACHELOR PROGRAMMES

SOFTWARE SYSTEMS AND TECHNOLOGIES

HOTEL MANAGEMENT

INTERNATIONAL BUSINESS AND MANAGEMENT

BUSINESS ADMINISTRATION

GASTRONOMY AND CULINARY ARTS

HOSPITALITY AND CULINARY ARTS



**Place of study:** Varna

**Language of instruction:** English

**Beginning of the study process:** October/February

**Duration of studies:** 3 years (6 semesters)

**Form of education:** full-time

**Professional direction:** 4.6. Informatics and Computer Science

## Software Systems and Technologies

### Important information

- Upon successful graduation, students are awarded two diplomas – A Bulgarian degree from VUM and a British degree from our strategic academic partner, Cardiff Metropolitan University in the UK.
- The program emphasizes programming languages, operating systems, and advanced data structures. It combines theoretical and practical training by providing full industrial simulation which helps graduates become highly qualified Software Engineers possessing all the necessary knowledge and skills for successful implementation.

### Career Development

Successful graduates of this program may find career development in areas such as Software systems design and implementation. They can apply in practice the studied modern practices and modern tools for specifying, designing, coding, testing, and implementing modern Software systems. They could work as Software Engineers, Software developers, network administrators and business analysts in various organizations where they update Software systems, take care of network security and troubleshoot software problems in network systems.



# #HelloVUM

**Place of study:** Varna

**Language of instruction:** English

**Beginning of the study process:** October/February

**Duration of studies:** 3 years (6 semesters), 4 years (8 semesters)

**Form of education:** full-time

**Professional direction:** 3.9 Tourism

## Hotel Management

### Important information

Students have the option to choose the duration of the program, namely:

- 3 years - Bulgarian diploma for a professional bachelor in “Hotel Management” issued by VUM and a British diploma for bachelor in “International Hospitality Management” from Cardiff Metropolitan University, UK.

- 4 years - Bulgarian diploma for bachelor in “Hotel Management” issued by VUM and British diploma for bachelor in “International Hospitality Management” from Cardiff Metropolitan University, UK.

Students acquire important theoretical knowledge in the fields of Economics, Management and Behavioral Sciences, Finance, Accounting, Human Resources, Marketing, Entrepreneurship, Information Technology, Business Communications and others. The problem-based and case-based learning techniques that are applied during the training course are related to actual hotel practice and lead to building creativity and innovative thinking in solving practical cases, teamwork skills, communication, planning, organizing, decision making, and conflict management.

### Career Development

Successful graduates of the program are realized as Managers and Entrepreneurs in all areas of Hospitality and Tourism. They continue their professional and career development in hotels, restaurants, hotel chains, tourism companies, transport companies and agencies, travel agencies, state and international structures and organizations related to Tourism Management

**Place of study:** Varna

**Language of instruction:** English

**Beginning of the study process:** October/February

**Duration of studies:** 3 years (6 semesters), 4 years (8 semesters)

**Form of education:** full-time

**Professional direction:** 3.7. Administration and Management

## International Business and Management

### Important information

Students have the option to choose the duration of the program, namely:

- 3 years - Bulgarian diploma for professional bachelor in “International Business and Management” issued by VUM and British bachelor’s diploma from Cardiff Metropolitan University, UK.

- 4 years - Bulgarian diploma for bachelors in “International Business and Management” issued by VUM and British diploma for bachelor from Cardiff Metropolitan University, UK.

Students acquire important theoretical knowledge in the fields of Economics, Management and Behavioral Sciences, Finance, Human Resources, Marketing, Entrepreneurship, Information Technology, Business Innovation, Business ethics, Administrative culture and others. The problem-based and case-based learning techniques applied throughout the training course are linked to actual business practice and lead to the building of creativity and innovative thinking in solving practical cases.

### Career Development

Training in this specialty creates an opportunity for professional realization in the management of small and medium-sized enterprises, holding managerial positions in areas such as Strategic Management and Marketing, International Business planning, Human Resources, Brand Management, Sales, Finance, and a number of other areas of global business. Successful graduates will be prepared for a wide range of positions, for example, Marketing and Communications Manager, Sales Manager, Market Analyst, Project Manager, Human Resources specialist and others.



**Place of study:** Dobrich

**Language of instruction:** English

**Beginning of the study process:** October/February

**Duration of studies:** 4 years (8 semesters)

**Form of education:** full-time

**Professional direction:** 3.7. Administration and Management

## Business Administration


### Important information

- Upon successful graduation, students receive two diplomas - A Bulgarian diploma from VUM and a British diploma BA(Hons) Business and Management from our strategic academic partner Cardiff Metropolitan University, UK.

- The program prepares specialists in the field of Administration, Management, Organizing and Leading teams, planning, and controlling processes, tasks and projects. Students acquire important theoretical knowledge in Economics, Management, Marketing, Law, Finance and Accounting, as well as practical skills such as Leadership, Conflict Management, Organizational Behavior, working with modern Information Systems and many others.

### Career Development

Graduates of the training course find successful professional fulfillment in a wide range of organizations, companies and institutions, both in Bulgaria and abroad. In addition to being managers in business and non-profit organizations, graduates of the program are prepared to deal with the challenges of private entrepreneurship to create, manage and develop their own profitable business'.



**Place of study:** Varna  
**Language of instruction:** English  
**Beginning of the study process:** October/February  
**Duration of studies:** 3 years (6 semesters)  
**Form of education:** full-time  
**Professional direction:** 3.9. Tourism

## Gastronomy and Culinary Arts

### Important information

- Upon successful graduation, students receive two diplomas – A Bulgarian diploma for professional bachelor in “Gastronomy and Culinary Arts” from VUM and a British diploma BA(Hons) Culinary Arts Management from our strategic academic partner Cardiff Metropolitan University, UK.

- Students acquire important theoretical knowledge in the fields of accounting, pricing, marketing, business communications, human resource management, while also studying specialized modules such as Culinary Arts Technology, Innovation and Creativity in Gastronomy and Culinary Arts, International Restaurant Management, Management of Special events and more. The practical training takes place in the professional environment of the Institute of Culinary Arts at VUM under the leadership of an international team of chef-instructors with extensive practical experience in high-end restaurants in Europe, Asia, North and Latin America.

### Career Development

Graduates of the program are employed in all areas of the Hotel and Restaurant industry. They continue their professional and career development as Chefs, Assistant Chefs, Chef de Partie, Pastry Chef, Restaurant Managers, sommeliers, business consultants and entrepreneurs in the field of Restaurant and Culinary Arts and many others.





**Place of study:** Varna

**Language of instruction:** English

**Beginning of the study process:** October/February

**Duration of studies:** 4 years (8 semesters)

**Form of education:** full-time

**Professional direction:** 3.9. Tourism

## Hospitality and Culinary Arts

### Important information

- Upon successful graduation, students receive two diplomas - A Bulgarian one for bachelor in “Hospitality and Culinary Arts” from VUM and a British BA(Hons) International Hospitality Management degree from our strategic academic partner Cardiff Metropolitan University, UK.

- Students acquire important theoretical knowledge in the fields of Accounting, Pricing, Marketing, Business Communication and Human Resource Management while also studying specialized modules such as Culinary Arts Technology, Innovation and Creativity in Gastronomy and Culinary Arts, International Restaurant Management, Management of Special events and more. The practical training takes place in the professional environment of the Institute of Culinary Arts at VUM under the leadership of an international team of chef-instructors with extensive practical experience in high-end restaurants in Europe, Asia, North and Latin America.

### Career Development

Graduates of the program are employed in all areas of the Hotel and Restaurant industry. They continue their professional and career development as chefs, assistant chefs, pastry chefs, restaurant and hotel managers, business consultants and entrepreneurs in the field of Hospitality and Culinary Arts and many others.



# MASTER PROGRAMMES

MASTER OF BUSINESS ADMINISTRATION (MBA)

MASTER'S DEGREE IN INTERNATIONAL TOURISM



**Place of study:** Varna, Sofia

**Language of instruction:** English

**Beginning of the study process:** October/February

**Duration of studies:** 3-4 semesters (depending on the direction of bachelor's degree)

**Form of education:** full-time

**Professional direction:** 3.7. Administration and Management

## Master of Business Administration (MBA)

### Important information

- Upon successful graduation, students receive two diplomas - A Bulgarian diploma from VUM and British diploma from our strategic academic partner Cardiff Metropolitan University, UK.
- The Master's program is ranked 3rd in Central and Eastern Europe according to the prestigious international Eduniversal Best Masters ranking.

### Career Development

The MBA program not only practically prepares students for successful professional realization in the fields of Marketing and Advertising, Finance, Accounting, Human Resources, but also gives them the opportunity to use the accumulated experience and knowledge as a starting point for occupying higher management positions in the relevant field of professional development. The MBA degree opens up opportunities to reach management positions in all areas of business with the widest realization of MBA students finding themselves in the fields of public relations, advertising, sales, marketing and event management.



**Place of study:** Varna

**Language of instruction:** English

**Beginning of the study process:** October

**Duration of studies:** 3-4 semesters (depending on the direction of bachelor's degree)

**Form of education:** full-time

**Professional direction:** 3.9. Tourism

## Master's Degree in International Tourism

### Important information

- Upon successful graduation, students receive two diplomas – A Bulgarian degree from VUM and a British degree from our strategic academic partner Cardiff Metropolitan University, UK.

- The Master's program is ranked 14th in the world according to the prestigious Eduniversal Best Masters international ranking.

### Career Development

Graduates of the program realize themselves as managers and entrepreneurs in all areas of Hospitality and Tourism around the world. After successfully completing the Master's degree, they continue their professional and career development in tourism companies and organizations, transport companies and agencies, hotels and hotel chains, travel agencies, state and international structures and organizations related to tourism management both in Bulgaria and abroad.

# PhD Program in Tourism

## Important information

Place of study - Varna

Language of teaching - Bulgarian, English

Duration of study - 3 years for regular and independent form of study and 4 years for part-time form of study

Form of education - full-time, part-time and independent

Professional direction - 3.9. Tourism

## Contact person

Prof. Stanislav Ivanov, PhD - Vice Rector (Research)

[stanislav.ivanov@vumk.eu](mailto:stanislav.ivanov@vumk.eu)

# Application Steps at VUM

Please read carefully the following steps in order to keep track of the status of your application process.

## Step 1. Initial documents for application

The first step from the application process is to kindly provide us with the following documents in one email. In order to check your eligibility to study at Varna University of Management we need:

### **For Bachelor's Degree applicants:**

1. Scanned copy of Application form for VUM.
2. Scanned copy of international passport.
3. Scanned copy of secondary school diploma\* & transcript with grades.
4. Proof of English proficiency (TOEFL, IELTS, SAT or equivalent English language test)  
**-preferred but not a must.**

*Each applicant needs to have 62% or higher out of the maximum possible grade in two general (non-local languages and non-religious) subjects, in order to be approved by the Ministry of Education /Regulation for admission of foreign students of the Ministry of Education, 09.05.2000, amended 2004/.*

\*If the secondary education in the country of the applicant is divided into **lower secondary education** and **upper secondary education**, please, provide us with both documents.

### **For Master's Degree applicants:**

1. Scanned copy of Application forms for Varna University of Management and Cardiff Metropolitan University.
2. Scanned copy of international passport.
3. Scanned copy of secondary school diploma & transcript with grades.
4. Scanned copy of higher education (university) diploma with grades transcript.
5. Proof of English proficiency (TOEFL, IELTS, SAT or equivalent English language test)  
**-preferred but not a must.**



# Application Steps at VUM

6. 2 (two) letters of recommendation (in English, containing recommendations from the teacher and / or employer, contacts, signature and seal of the recommender).

7. Curriculum vitae in English.

8. Cover letter, addressed to both Varna University of Management and Cardiff Metropolitan University.

The applicant's higher education (university) degree has to be a Lower Second class 2:2 (50% – 59%) at least. Third class degrees (49 % and below) do not meet the requirements for acceptance at university.

**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 your level of English, you need to provide us with internationally recognized English language certificate (TOEFL, SAT, IELTS, PTE, CAE, etc.) or sit for an English language test at VUM.

In order to start the first year of study in a 4-year Bachelor's program of Business Administration (with pathways), the prospective candidates must have at least IELTS 4.5 (or equivalent score from other internationally recognized testing system).

In order to join any of the other English taught Bachelor's programs, the prospective candidates must have at least IELTS 6.0 (or an equivalent score from other internationally recognized testing system). For the Master's programs - at least IELTS 6.5 (or an equivalent score from other internationally recognized testing system) is required.

Regarding the international students whose mother tongue is English or whose language of instruction in school was English (and are able to provide proof of that), there is a possibility to be exempted from the English language test. In some cases, the interviewing commission may decide for certain candidates to undergo an online English exam, although they possess an English language certificate or other proof of English proficiency.

# Application Steps at VUM

## Step 2: Application review, interview and English exam

Once you have submitted all requested documents our admissions team will review them and you will be contacted for further application process – admission interview. It will be scheduled for the time and date suitable for both sides. Admission interview is obligatory.

After the interview, those who do not possess an internationally recognized English language certificate, undertake the online English exam of VUM. The minimum required result for acceptance in a Bachelor's program is 60 % and for acceptance in a Master's program – 65%.

## Step 3: Acceptance letter and place reservation

The admissions office considers a potential student's full profile including: academic records, personal motivation, work experience (if any), any letters of recommendation, the results from the interview and VUM's online English exam/English certificate. If the application is successful and the requested course is still available, we will send you:

- Certificate of admission;
- Invoice containing information about the fees, terms of payment and full bank account details.
- Admission offer containing information about rules, regulations, fees, etc. This document should be duly signed and returned to the admission office.
- At this stage, the application fee of 100 euros must be paid within 30 days after issuance of the Certificate of Admission from VUM. The application fee is non-refundable.

## Step 4 (for EU and EEA students): Acceptance and preparation of documents

In order to proceed with the admission process, you need to prepare the following documents:

### **For Bachelor's Degree applicants:**

1. 4 passport size photos.
2. Duly completed, printed and signed application form of VUM.
3. Original Health Certificate stating that you are healthy and you can travel.
4. School certificates: originals or notarized copies of diploma for completed secondary education along with the transcript with the grades.
5. An Eligibility letter - a document stating that you have the right to continue your education in any college or university in the country where you graduated or abroad. It could be issued by your school or Ministry of Education (or other accredited state educational institution) in the country where you obtained your secondary certificate (not required for students graduated from Bulgarian high schools).
6. Declaration of Personal Data Collection (a sample will be provided).

# Application Steps at VUM

## **For Master's Degree applicants:**

1. 4 passport size photos.
2. Duly completed, printed and signed application forms for VUM and Cardiff Metropolitan University.
3. Diploma of higher education (original or notarized copy).
4. Academic transcript of records from the previous university degree (original or notarized copy).
5. Original Health Certificate stating that you are healthy and you can travel.
6. Declaration of Personal Data Collection (a sample will be provided).

Documents under p. 4 and 5 (for Bachelors) and p. 3 and 4 (for Masters) acquired at foreign higher educational institutions may need a further procedure of academic recognition depending on the country of issuance. More information about the recognition of documents and the necessary legalizations and certifications of higher educational documents (for Master applicants) can be found on the website of the National Center for Information and Documentation of Republic of Bulgaria (NACID).

***Note that, the documents have to be legalized and certified under the regulations for the country in which they are issued, not the country of your citizenship.***

***Note that, diplomas issued in Bulgarian language need a certified translation into English.***

## **Step 4 (for holders of passports from countries outside the EU and EEA) Acceptance and preparation of documents for MoE approval**

In order to proceed with the admission process, you need to prepare the following documents:

### **For Bachelor's Degree applicants:**

1. 4 passport size photos.
2. Duly completed, printed and signed application form for VUM.
3. Original Health Certificate stating that you are healthy and you can travel.
4. School certificates: originals or notarized copies of diploma for completed secondary education along with the transcript with the grades.
5. An Eligibility letter - a document stating that you have the right to continue your education in any college or university in the country where you graduated or abroad. It could be issued by your school or Ministry of Education (or other accredited state educational institution) in the country where you obtained your secondary certificate (not required for students graduated from Bulgarian high schools).
6. Declaration of Personal Data Collection (a sample will be provided).

# Application Steps at VUM

## **For Master's Degree applicants:**

1. 4 passport size photos.
2. Duly completed, printed and signed application forms for VUM and Cardiff Metropolitan University.
3. Diploma of higher education (original or notarized copy).
4. Academic transcript of records from the previous university degree (original or notarized copy).
5. Original Health Certificate stating that you are healthy and you can travel.
6. Declaration of Personal Data Collection (a sample will be provided)

## **Apostilles, certifications and attestations**

The High School Diploma, the transcript of grades and the eligibility letter (for Bachelors)/ university diploma and transcript of records (for Masters) need the following:

1. If the issuing country had ratified The Hague Convention, the documents should be certified with an apostille in the country where they were issued. There is no need for any other certifications in the country of issuance. The certified documents must be accompanied by a legalized translation into Bulgarian language and the translation to be notarized. Here there are two options:

1.1 The documents to be translated by a licensed translation agency in Bulgaria, as in this case the translation will be legalized by a public notary in Bulgaria. This will be done by VUM on behalf of the applicant and the fee for the service is on the applicant's side amounting to 200 EUR.

1.2. To be translated by the applicant in a licensed translation agency abroad or the accredited Bulgarian Embassy (some of the embassies provide this service, but not all of them). In this case, the legalization of the documents has to be done by the Bulgarian diplomatic or consular representation in that country. Information about the countries who ratified The Hague Convention and the respective authorities to issue apostille in each country can be found here.

2. If the issuing country had not ratified The Hague Convention, the legalization is made under the general order. The educational documents (diploma, transcript and eligibility) are certified by the ministry, agency or authority responsible for higher education in the country concerned. Then, certification is made by the Consular Section of the Ministry of Foreign Affairs of the issuing state (certification of the signature and official function of the previous certifying authority). Finally, the stamps of the Ministry of Foreign Affairs of the foreign state should be certified by the Bulgarian diplomatic or consular representation in that state (certification of the signature and official function of the previous certifying authority).

# Application Steps at VUM

The certified documents must be accompanied by a legalized translation into Bulgarian language. Here there are two options:

1.1 The documents to be translated by a licensed translation agency in Bulgaria, as in this case the translation will be legalized by a public notary in Bulgaria. This will be done by VUM on behalf of the applicant and the fee for the service is on the applicant's side amounting to 200 EUR.

1.2. To be translated by the applicant in a licensed translation agency abroad or the accredited Bulgarian Embassy (some of the embassies provide this service, but not all of them). In this case the legalization of the documents has to be done by the Bulgarian diplomatic or consular representation in that country.

***Note! We recommend that you scan and e-mail us the documents for revision prior to their shipment. This will allow us to check the documents in advance and prevent any delays in case a document needs to be corrected.***

Once the documents are ready and you have confirmation from our side that everything is in order you need to send us your documents to the following address:

**To the attention of Admissions Office**

Varna University of Management  
13A, Oborishte Street, Office 101, 102  
Varna  
9000  
Bulgaria

As soon as we receive the documents, we will send them to the Ministry of Education of Bulgaria for approval. This takes around a month. They will evaluate the documents and if you meet the requirements to study in Bulgaria, the Ministry issues an approval certificate, which is necessary for obtaining Visa D at the Bulgarian Embassy/Consulate.

# Application Steps at VUM

## Step 5 (for holders of passports from countries outside the EU and EEA) Visa D Application in nearest Bulgarian diplomatic mission

In order for VUM to issue you the documents required for the visa application, the respective tuition fees must be paid as per the invoice.

Upon successful transfer of all the fees, it is time for the last step of the visa procedure. We will prepare and send you the approval letter from the Ministry of Education along with two more letters necessary to apply for a visa in the Bulgarian Embassy. In total you will receive 3 documents from us:

- Admission letter stating that you are admitted for a preferred program and you will start in a preferred intake.
- Accommodation letter stating that, upon arrival, you will be accommodated in VUM's dormitory and that you've transferred all necessary fees to the university.
- Approval Certificate from the Bulgarian Ministry of Education.

You can apply for visa D with those documents in the nearest Bulgarian embassy/consulate.

**Note:** *While waiting for the above-mentioned documents from us, please be sure to provide yourself with all other documents necessary for visa application (for example, a Criminal Record, bank statement, etc.). Please contact the nearest Bulgarian diplomatic mission and inform yourself about the list of documents they require.*

## Step 6: Arrival in Bulgaria

Upon arrival in Bulgaria, you will have to register at the Migration office. The documents needed for the procedure are:

### **6.1 EU and EEA students:**

- Filled-out application form for EU citizens – a sample will be provided.
- European Health Insurance Card (EHIC) or a Health insurance - copy and original.
- Passport/ID card - copy and original.
- Confirmation of student status - issued by VUM upon full payment of the due tuition fees.
- Confirmation of address registration - If you are living in the dormitory, the document is issued by VUM.
- Rental contract - original or copy - if you are living outside the dormitory.
- Notarized declaration signed by the owner of the apartment – if you have rented an apartment.
- Notarized declaration signed by the student in front of a notary stating that, they have sufficient funds to support themselves throughout the whole period of their education at VUM. A sample will be provided so that you can complete and notarize it upon arrival.



# Application Steps at VUM

## **6.2 For holders of passports from countries outside the EU and EEA**

1. Once you receive your visa, please send to [student.experience@vumk.eu](mailto:student.experience@vumk.eu) (VUM's Student Experience Department) and to [admissions@vum.bg](mailto:admissions@vum.bg) scanned copies of the following documents:

- Your passport
- Your Bulgarian visa
- A valid Criminal record - the criminal record must be certified in the same way as the educational documents before you leave for Bulgaria!

2. Once you send those documents, you need to advise the Admissions and Student Experience departments when you are planning to arrive in Bulgaria as well as if you wish to be accommodated in our dormitory. Upon confirmation about the latter, we will provide you with the application form you need to fill in to reserve your place in our dormitory.

3. Further below you will find the full list with the needed documents for the residence permit application:

- Medical insurance for the territory of Bulgaria for the period of 1 year with 30 000 Euro coverage - in original and a copy of the insurance for the migration office. Usually, the migration department requires Bulgarian insurance, issued by a Bulgarian insurance company. If you need any assistance with the insurance, you need to contact [student.experience@vumk.eu](mailto:student.experience@vumk.eu).
- Bank statement from a Bulgarian bank in Bulgarian language, signed and stamped by the Bank - needed amount of money in the account - minimum 1500 leva.
- Passport, Visa D and last border stamp - original and copy.
- Residence permit - original and copy /copy of the residence permit is required once you receive the permit and when you renew it/.
- Confirmation of student status - issued by VUM only if the student has already paid his or her tuition fees.
- Confirmation of address registration - If you are living in the dormitory, the document is issued by VUM only if the student has paid his or her accommodation fees.
- Certificate of Ministry of Education - original and copy.
- A valid Criminal record - Legalized and translated into Bulgarian language. It must have the respective certifications on the back before you leave for Bulgaria! It is needed only for the initial registration. Afterwards, it is not needed for the yearly renewal of the residence permit.
- Rental contract in original or notarized copy of it - It's needed only if the student doesn't live in the dormitory.
- Notarized Declaration signed by the owner of the apartment. It's needed only if the student doesn't live in the dormitory.

# Tuition Fees at VUM

	Varna (for non EU and EEA citizens)	Varna (for EU and EEA citizens)	Dobrich (for non EU and EEA citizens)	Dobrich (for EU and EEA citizens)
<b>Tuition Fee Bachelor's Programs (IBM, IHM, SE, GCA, HCA) *with English language training</b>	EUR 1950	EUR 1500	-----	-----
<b>Tuition Fee Bachelor's Programme in BA (with pathways) *with English language training</b>				
<b>Year 1</b>	-----	-----	EUR 1500	EUR 750
<b>Year 2, 3, 4</b>	-----	-----	EUR 1950	EUR 1500
<b>Tuition Fee MBA Programme *For 3 semesters</b>	EUR 1950	EUR 1500	-----	-----
<b>Tuition Fee MBA Programme *Optional 4th semester, required depending on undergraduate education profile</b>	EUR 900	EUR 900	-----	-----
<b>Tuition Fee IHTM MSc Programme *For semesters 1 and 2</b>	EUR 1950	EUR 1500	-----	-----
<b>Tuition Fee IHTM MSc Programme *For semesters 3 (mandatory) and 4 ( optional), required depending on undergraduate education profile</b>	EUR 900	EUR 900	-----	-----
<b>VUM Student Status fee</b>	EUR 450 per semester	EUR 50 per semester	EUR 450 per semester	EUR 50 per semester
<b>Cardiff Metropolitan University BA programmes registration fee</b>	EUR 450 (for the last two semesters)	EUR 450 (for the last two semesters)	EUR 450 (for the last two semesters)	EUR 450 (for the last two semesters)
<b>Cardiff Metropolitan University Master's programmes registration fee</b>	EUR 450 per semester (for 3 semesters )	EUR 450 per semester (for 3 semesters )	-----	-----
<b>Application Fee (non-refundable)</b>	EUR 100	EUR 100	EUR 100	EUR 100
<b>Translation Fee (non-refundable)</b>	EUR 200	EUR 200	EUR 200	EUR 200
<b>Visa Deposit Fee (for countries, not part of the Hague Convention) - refundable in the last semester</b>	EUR 500	EUR 500	EUR 500	EUR 500

# Useful Information



## Accommodation

Varna University of Management has dormitories for its students both in Dobrich and in Varna. Bear in mind, however, that the accommodation places in the campus at Varna are limited.

The good news is that Varna is the third largest city in Bulgaria. Moreover, Varna is a city with many years of experience in welcoming guests - both for short visits and long-term stays. Here you can find a wide variety of housing for rent (different sizes of independent apartments, rooms, studios, houses, hotels and hostels).

**Tip:** We strongly recommend that you use the services of real estate agencies as they can provide a significant number of reasonable offers and advise you if any problems arise. Last but not least, the agencies draw up legally enforceable tenancy agreements between you and the landlords with which you will feel more relaxed and secure.



## Transport

Our students in Dobrich have an advantage here: they rarely need public transport as the dormitory and the study campus are in the very center of the city. As for Varna, in case you need public transport every day, we suggest buying a subscription card. Full-time students can get cards for 1 line, 2 lines or all lines for a period of 1, 3, 6 or 12 months. More information about the outlets can be found at [www.varnatraffic.com](http://www.varnatraffic.com). Useful information: The ticket for public transport in Varna costs BGN 2.00.

Bulgarian State Railways (BSR) offers you to travel and explore Bulgaria at very favorable prices with a student card. It is issued to full-time students up to the age of 26. It gives you the opportunity to buy discounted tickets for second class fast and passenger trains. Information about BDZ timetables, other types of cards and current travel offers can be found at [www.bdz.bg](http://www.bdz.bg).

When you need to move quickly, taxis can be an alternative. They cover all parts of the city and allow you to get home at any time of the day or night. Tip: always look at the fares before entering! Recommended prices are BGN 1.10 per kilometer during the day, BGN 1.20 per kilometer at night, BGN 2.10 initial amount and BGN 0.35 per minute of stay. Usually, the daytime period is between 6 am and 10 pm.



## Sport

Varna University of Management students have the privilege of studying and living in a city offering a variety of sporting opportunities. It is not by chance that Varna was named the European City of Sports in 2019. The city received this recognition because of its rich sports calendar and activities to popularize mass and children's sports.

Those studying at VUM Varna can use the bases of the Municipal Enterprise "Sport". Most of the municipal sports facilities can be used for free and some with a discount for students (always bring your student ID).

The VUM campus in Dobrich has a modern multifunctional sports hall, providing all active students with the necessary conditions for practicing their favorite sport.

More information on sporting opportunities can be found at the [VUM webpage](#).

### Important phone numbers!

**To be prepared in every situation is quite important!**

The employees of VUM are ready to give you a helping hand in any problems or difficulties.

But here are the phone numbers in case of emergency:

**112 Single European Emergency Call**

From anywhere in Europe you can dial 112 to contact emergency, fire safety and police departments. Phone calls are free and can be dialed by all phones.

**0800 18 676 Hotline for crime-victims**

**0700 113 00 Varna Water Supplier**

**0700 161 61 Energo Pro Varna /electricity supplier/**

**Tip: Save them in your phone**

