

# VUM SUMMER SEMESTER 2016

in examinations. Students 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 according to prestigious educational rankings such as U-multirank, Best-masters, Eduniversal. VUM maintains excellent relationships with business and boasts a long-standing success of placing its students with top employers in the USA, the UK, France, Germany, Spain, Italy, and many more.

## ABOUT VARNA UNIVERSITY OF MANAGEMENT:

Varna University of Management (VUM – former International University College – Albena) is an international business school located in Europe, Bulgaria. Students from over 40 countries receive excellent education in Business and Marketing, IT, Computer sciences, Tourism and Hospitality Management and Gastronomy and Culinary Arts.

VUM started 20 years ago as a college of tourism and gradually evolved into an accredited university with wider emphasis on management.

VUM offers Bachelor's and Master's double-degree programs, taught entirely in English, in cooperation with universities in countries such as the UK, Switzerland, France, Norway, the Netherlands. Curricula are aligned with the partnering institutions and students have to meet up the same high standards



**Palms of Excellence**

**3 Palms of Excellence** – Excellent Business School with reinforcing international influence.



**Best-masters.com**

**13<sup>th</sup> in Eastern Europe** for MBA degree and 47<sup>th</sup> place worldwide for Master in International Hospitality and Tourism Management.



**U-multirank**

**7<sup>th</sup> among business schools** in Central and Eastern Europe according to the International Orientation Criterion In **Top 40** among the business schools in Central and Eastern Europe based on the General Performance Criterion.



**Social Science Research Network**

**Top 300** place among the business schools worldwide.



**ASSOC. PROF. VIOLINA RATCHEVA**

Violina Ratcheva joined Varna University of Management(VUM) in 2013. She teaches at undergraduate and postgraduate levels in areas such as Strategic Management, Entrepreneurship, International Business Management and General Management. She holds a Master Degree in Business Studies from Loughborough University and a PhD Degree in Strategic Management from the University of Sheffield (UK). Prior to this appointment, Violina Ratcheva worked for over 15 years in the UK as Research Fellow in European Business (Nottingham Trent University), Research Consultant (BDO Stoy Hayward), Lecturer in Entrepreneurship (The University of Nottingham), Lecturer in Strategic Management (The University of Sheffield) and Research Consultant at BDO Stoy Hayward (UK). Assoc. Prof. Ratcheva's research and consultancy interests include knowledge elicitation and transfer practices in distributed organizational settings, developing knowledge management strategies in the creative industries with specific focus on the UK Film Industry and new forms of organizations. Assoc. Prof. Ratcheva has over 30 academic publications.

**GUEST LECTURERS:** from the USA and India

## HOUSING

Newly built dormitory - fully furnished (2-3 rooms) apartments with large panoramic balconies. All rooms (2 beds per room) feature free Wi-Fi connection, a bathroom and an equipped kitchen. Accommodation fee: 6-9 per person in double room. We offer 3 food options. The cheapest option is 9.5 per day - pre-paid breakfast, lunch and dinner per stay.



For more information: [admissions@vum.bg](mailto:admissions@vum.bg), +359 885 398 650

**STUDENTS FROM MORE THAN 40 COUNTRIES**



## SUMMER SCHOOL OBJECTIVES

The summer school aims to provide an alternative opportunity for students to develop essential knowledge and understanding as well as applied skills in the field of business management. Further, the course will provide the ideal academic environment where future business leaders can have the opportunities to share and test new ideas.

The students of the EU Summer School can fast track their studies and achieve their career goals while enjoying the vibrant Bulgarian Black Sea coast and the benefits of the summer.

## DURATION

From 6 June to 3 September.

## LOCATION:

Bulgaria, Dobrich  
(30 km from the Black Sea Coast)

## LANGUAGE OF INSTRUCTIONS:

English

## APPLICATION DEADLINE:

Minimum 30 days prior to the preferred starting date

## COURSE MODULES

Modules and Dates:		Courses in Modules:	ECTS
1	6 June – 19 June	Academic Writing	2
		Business Communications Management	1.5
2	19 June – 2 July	Strategic Marketing	2
		International Economic: Economic Development of Bulgaria and other EEC	1.5
		HR Management	2
3	3 – 16 July	Marketing Management	2
		Marketing Research	1.5
4	17 – 30 July	Intercultural Awareness for Business	1.5
		Managing People and Markets in a Global Context	2
5	31 July – 13 August	Marketing Communications/	1.5
		Leadership and Strategic Management	2
		Project Management	1.5
6	14 – 27 August	Leadership and Developing People	2
		Entrepreneurship/ Business planning	1.5
7	28 August – 3 September	Organizational Behavioral	1.5
		Managerial Accounting	2

## LECTURERS FROM 3 CONTINENTS:



**PROF. VESSELIN BLAGOEV**  
PhD, Marketing,  
Technical University, Sofia, Bulgaria

Prof. Blagoev has an extensive career as professional manager which gave him the chance to learn and develop in leadership and management which he teaches at the university. He served as Chief Secretary of the Council of Ministers of the Republic of Bulgaria (1994), Chief Executive Director of the Bulgarian Privatization Agency (1995-1997), Chief Executive Director of Credit Bank PLC (1997-1998), and Editor-in-Chief of BusinessWeek Bulgaria (2006-2008). At VUM he teaches Strategic Management and Marketing Management to the MBA, and Marketing, International Business, Managing Business Relationships and Innovation and Brand Management to the BA programs.



**PROF. MICHAEL MINKOV**  
PhD in Social Anthropology,  
Sofia University, Sofia, Bulgaria

Michael Minkov is a Bulgarian researcher whose studies and publications are in the fields of Ancient Languages, Anthropology, and Management Science. Course taught: a variety of courses related to Organizational Behavior and Cross-Cultural Differences in Organizational Behavior. Prof. Minkov is co-author of Cultures and Organisations (international bestseller) together with Geert Hofstede and co-author of Cross-Cultural Analysis: The Science and Art of Comparing the World's Modern Societies and Cultures. Prof. Minkov has a huge number of articles in journals published in Scopus. He is teacher and consultant in the area of cross-cultural awareness for AIMS Human Capital, Air Liquide, Heineken, IBM, Italcementi, Lukoil, Nestle, etc. Prof. Minkov has taught seminars at the University of Portsmouth (UK), Erasmus University, Maastricht University, and Stenden University (Netherlands), etc. Prof. Minkov's full profile and publications.



**PROF. STANISLAV IVANOV**  
PhD, Vice Rector for Academic  
Affairs and Research, VUM

Stanislav Ivanov is currently Professor and Vice Rector for Academic Affairs and Research at Varna University of Management. He holds a PhD Degree in Tourism Economics from the University of Economics – Varna. Prof. Ivanov is Editor-in-Chief of the European Journal of Tourism Research and serves in the Editorial Boards of 20 other journals. His research interests include Destination Marketing, Tourism and Economic Growth, Political issues in Tourism, Special Interest Tourism. Prof. Ivanov's publications have appeared in different academic journals – Annals of Tourism Research, Tourism Management, Tourism Economics, Journal of Heritage Tourism, Tourism Today, Tourism, Tourism and Hospitality Research, Journal of Economic Studies, Journal of Southern Europe and the Balkans, South-Eastern Europe, Journal of Economics.