

**BA IN BUSINESS MANAGEMENT AND ENTREPRENEURSHIP – DISTANCE  
LEARNING**  
(TAUGHT IN BULGARIAN)

**Brief overview of the program:** Tuition in the first two years of the program covers general education, instruction in the main academic areas of the major in two-semester courses such as Microeconomics—Market and Competition, Macroeconomics and Economic Policy, General Sociology, Political Science, Government and Public Management, Introduction to Social Psychology, Interpersonal Relationships, and practical courses such as Fundamentals of Management, Principles of Marketing, Law, Statistics, International Economics, etc. Throughout the third and fourth year, training is organized in specialized courses in the program, as well as out-of-class modes of instruction.

**Major and professional qualification:**

**Major:** Business Management and Entrepreneurship

**Qualification:** Manager (Business Administration)

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**List of courses and program structure**

**First year**

*Core courses, First semester*

**GENB059D Microeconomics—Market and competition**, 60 hours, 6 credits

Practical credit courses

**BAEB 303D Principles of Law**, 30 hours, 3 credits

**BAEB304D Principles of Accounting**, 30 hours, 3 credits

**First year**

*Core courses, Second semester*

**GENB 060D Macroeconomics and Economic Policy**, 60 hours, 6 credits

Practical credit courses

**BAEB 034D Statistics**, 30 hours, 3 credits

**BAEB 405D Economic History**, 30 hours, 3 CREDITS

Second year

Core courses, Third semester

**GENB 013D Introduction to Social Psychology**, 60 hours, 6 credits

Practical credit courses

**BAEB301D Fundamentals of Management**, 30 hours, 3 credits

**BAEB 302D Economic History**, 30 hours, 3 credits

**BAEB008D Business Mathematics**, 30 hours, 3 credits

**BAEB413D Business Communications**, 30 hours, 3 credits

Second year

Core courses, Fourth semester

**GENB010D General Sociology**, 60 hours, 6 credits

Practical credit courses

**BABB414D Introduction to Finance**, 30 hours, 3 credits

**BAEB406D International Economics**, 30 hours, 3 credits

**BAEB415D Regional Economics**, 30 hours, 3 credits

**BUBB401 Fundamentals of Marketing**, 30 hours, 3 credits

Third Year

Core courses, Fifth semester

**BUBB501D Consumer Behavior**, 30 hours, 3 credits

**BUBB502D Business Environment and Innovation**, 30 hours, 3 credits

**BUBB503D Change Management**, 30 hours, 3 credits

**BUBB504D Organizational Behavior**, 30 hours, 3 credits

**BUBB505D Finance of Business and Innovations**, 30 hours, 3 credits

**BUBB 506D Organizational Theory**, 30 hours, 3 credits

**BUBB507D Computer Applications in Business**, 30 hours, 3 credits

**BUBB508D Enterprise Accounting**, 30 hours, 3 credits

Out-of-class modes of instruction (credit courses)

**BABB558D Practicum in Business Administration**, 90 hours, 9 credits

**BUBB510D Project: Leadership and Entrepreneurship**, 30 hours, 3 credits

**BAEB 514D Developing a written paper Part 1**, 60 hours, 6 credits

**BAEB 515D Presenting the written paper to a panel Part 1**, 60 hours, 6 credits

### Third Year

Core courses, Sixth semester

**BUBB601D Entrepreneurship and Business**, 30 hours, 3 credits

**BUBB602D Entrepreneurship and Culture of Innovation**, 30 hours, 3 credits

**BUBB603D Product Policy**, 30 hours, 3 credits

**BUBB604D Marketing of Innovations**, 30 hours, 3 credits

**BABB606D Business Law**, 30 hours, 3 credits

**BUBB606D Heuristic Methods in Decision-Making**, 30 hours, 3 credits

**BABB607D Production Management**, 30 hours, 3 credits

**BABB608D Human Resources Management**, 30 hours, 3 credits

Out-of-class modes of instruction (credit courses)

**BAEB696D Practicum in Business Administration Part 2**, 90 hours, 9 credits

**BUBB609D Independent study: Entrepreneurship and Business**, 30 hours, 3 credits

**BAEB514D Developing a written paper Part 2**, 60 hours, 6 credits

**BAEB515D Presenting the written paper to a panel Part 2**, 60 hours, 6 credits

### Fourth Year

Core courses, Seventh semester

**BUBB701D Business Planning and Forecasting**, 30 hours, 3 credits

**BABB702D Risk Management**, 30 hours, 3 credits

**BUBB703D Social Entrepreneurship**, 30 hours, 3 credits

**BABB 704D Strategic Management**, 30 hours, 3 credits

**BUBB705D Taxation and Tax Policy**, 30 hours, 3 credits

**BAEB706D Management of Innovation Processes**, 30 hours, 3 credits

**BUBB707D Business Lending**, 30 hours, 3 credits

**BUBB708D Advertising Policy**, 30 hours, 3 credits

Out-of-class modes of instruction (credit courses)

**Internship in Business Administration Part 1**, 120 hours, 12 credits

**BAEB700D Developing a written paper Part 3**, 60 hours, 6 credits

**BAEB715D Presenting the written paper to a panel Part 3**, 60 hours, 6 credits

### Fourth Year

Core courses, Seventh semester

**BUBB801D Entrepreneurship and E-business**, 30 hours, 3 credits

**BUBB802D Logistic Systems**, 30 hours, 3 credits

**BUBB803D Systems for Quality Management**, 30 hours, 3 credits

**BUBB804D Project Management**, 30 hours, 3 credits

**BUBB805D Social Security**, 30 hours, 3 credits

**BUBB806D Pricing Policy**, 30 hours, 3 credits

Out-of-class modes of instruction (credit courses)

**BABB856D Internship in Business Administration Part 2**, 180 hours, 18 credits