



# Erasmus+ Course Catalogue

University of National and World Economy (UNWE)

This document presents the Erasmus+ course offerings for incoming students at the University of National and World Economy (UNWE).

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## Bachelor Courses in English - Business economics and management

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Informatics	6	Macroeconomics	6
Mathematics 1	6	Principles of management	6
Academic ethics	6	Foreign language part 1	3
Principles of Law	6	Sport part 1	0
Foreign language part 1	6	History of economic thought	6
Sport part 1	0	Principles of economic theory	6
Principles of Finance	6	Economic history	6
Statistics	6	Philosophy	6
Foreign language part 2	3	Labour economics	6
Business logistics	6	Economic sociology	6
Corporate security	6	Economics of enterprise	6
Strategic planning	6	Mathematics part 2	6
International tourism	6	Principles of entrepreneurship	6
International economics	6	Corporate finance	6
Transport and mobility	6	Marketing	6
Trade	6	Principles of accounting	6
Sport part 2	0	Foreign language part 2	3
Business management	6	Ecological economics	6
Business entrepreneurship	6	Intellectual property and creative industries	6
Business financing	6	Econometrics	6
Innovation and management	6	Real estate	6
Production management	6	Financial control	6
Business accounting	6	Sport part 2	0
Digital transformation of business organization	6	Strategic management of business	6
Marketing research	6	Knowledge management	6
Basics of public administration	6	Human resource management	6
Business in creative industries	6	Innovation projects	6
Technology management	6	Corporate social responsibility	6
Marketing management	6	Facility management	6
Business information systems	6	Business quantitative techniques	6
Organizational behavior	6	Organization culture	6
Business project management	6	Subcontracting	6
Business planning	6	Start-up business	5
Quality management	6	Digital business	4
Microeconomics	6	Marketing organization	4
		Sustainable development	4
		Business processes	4
		Eco-business	4
		Management of software technologies	4
		Motivation analysis	5

## Bachelor Courses in English - Business informatics

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Informatics	6	Macroeconomics	6
Mathematics 1	6	Principles of management	6
Academic ethics	6	Foreign language part 1	3
Principles of Law	6	Sport part 1	0
Foreign language part 1	6	History of economic thought	6
Sport part 1	0	Principles of economic theory	6
Statistics	6	Economic history	6
Foreign language part 2	3	Philosophy	6
Business logistics	6	Labour economics	6
Corporate security	6	Economic sociology	6
Strategic planning	6	Economics of enterprise	6
International tourism	6	Mathematics part 2	6
International economics	6	Principles of entrepreneurship	6
Transport and mobility	6	Corporate finance	6
Trade	6	Marketing	6
Sport part 2	0	Principles of accounting	6
Microeconomics	6	Foreign language part 2	3
Database Systems	6	Ecological economics	6
Principles of programming	6	Intellectual property and creative industries	6
Inferential statistical analysis	6	Econometrics	6
Online surveys	6	Real estate	6
Web programming	6	Financial control	6
Business analysis for decision making	6	Sport part 2	0
Computer Architectures and Networks	6	Business performance management systems	6
Business Intelligence Systems	6	Time Series Analysis	6
User interface	6	Data Management Technologies	6
Information Systems design	6	EXPLORATORY DATA ANALYSIS	6
Models for Internet applications development	6	Business Applications Development	6
Web applications development	6	Discrete Structures and algorithms	6
Business Communications	6	Software for mathematical optimization	6
Business Process Management	6	ERP systems	5
		Service-oriented applications	4
		Multi-Tiered Web Applications	4
		Mobile technologies	5
		Operating Systems	5
		Information security of business applications	4

## Bachelor Courses in English - Economics

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Informatics	6	Macroeconomics	6
Microeconomics	6	Principles of management	6
Mathematics 1	6	Foreign language part 1	3
Academic ethics	6	Sport part 1	0
Principles of Law	6	History of economic thought	6
Foreign language part 1	6	Principles of economic theory	6
Sport part 1	0	Economic history	6
Principles of Finance	6	Philosophy	6
Statistics	6	Labour economics	6
Foreign language part 2	3	Economic sociology	6
Business logistics	6	Economics of enterprise	6
Corporate security	6	Mathematics part 2	6
Strategic planning	6	Principles of entrepreneurship	6
International tourism	6	Corporate finance	6
International economics	6	Marketing	6
Transport and mobility	6	Principles of accounting	6
Trade	6	Foreign language part 2	3
Sport part 2	0	Ecological economics	6
Economic Culture	6	Intellectual property and creative industries	6
Social policy	6	Econometrics	6
Human resources	6	Real estate	6
Green economy	6	Financial control	6
Microeconomic theory	6	Sport part 2	0
Organizational behavior	6	Public sector economics	6
Fundamentals of social audit	6	Economic policy	6
Philosophy of economics	6	Industrial relations	6
Introduction to political economy	6	Banking systems and cryptocurrencies	6
Economic crises	6	Demography	6
Classical and Modern Social theory	6	Demographic analysis and forecasts	6
Motivation at work	6	Institutional economics	6
Risk management	6	International migration	6
Start-up projects and financing	6	Investments in human capital	6
Economic growth	6	Innovations	6
Monetary economics	6	Political and economic systems	6
Behavioral economics	6	Human resources development	6
Business ethics	6	Social networks and social capital	6
Business communication	6	Macroeconomic Theory and Analyses	4
Business strategies	6	Global Economics	5
Economics of the EU	6	Markets and Prices	5
Economics of small and medium enterprises	6	Business Statistics	4

Winter semester		Summer semester	
Nonprofit organization economy	6	ECONOMICS OF INNOVATIONS	4
Financial markets	6	Competitiveness of the Firm	4
Firm's investments	6	Constitutional Economic Theory	4
		International Marketing	4
		International Strategic Management	4
		European Union Law	4
		Quality Management Systems	4

## Bachelor Courses in English - Marketing and strategic planning

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Informatics	6	Macroeconomics	6
Microeconomics	6	Principles of management	6
Mathematics 1	6	Foreign language part 1	3
Academic ethics	6	Sport part 1	0
Principles of Law	6	History of economic thought	6
Foreign language part 1	6	Principles of economic theory	6
Sport part 1	0	Economic history	6
Principles of Finance	6	Philosophy	6
Statistics	6	Labour economics	6
Foreign language part 2	3	Economic sociology	6
Business logistics	6	Economics of enterprise	6
Corporate security	6	Mathematics part 2	6
Strategic planning	6	Principles of entrepreneurship	6
International tourism	6	Corporate finance	6
International economics	6	Marketing	6
Transport and mobility	6	Principles of accounting	6
Trade	6	Foreign language part 2	3
Sport part 2	0	Ecological economics	6
COMPETITIVE STRATEGIES	6	Intellectual property and creative industries	6
Consumer Behaviour	6	Econometrics	6
Business Analyses and Forecasts	6	Real estate	6
Planning and Programming in EU	6	Financial control	6
Sales Management	6	Sport part 2	0
Input-Output Analysis	6	Communication Policy	6
Heuristic Methods	6	Product policy	6
Digital Marketing	6	Price policy	6
Distribution policy	6	Business Planning	6
Strategic Analysis and Decision Making	6	National Structural Policy	6
Segmentation, Targeting, Positioning (STP)	6	Marketing Planning	6
Customer Relationship Management	6	Human Resource Management	6
Marketing Research	6	International Marketing	4
		Regional Strategies and Programs	4
		Strategy Implementation and Performance	5
		Business Culture and Ethics	5
		Organizational Behavior	5
		Project Management	5
		Investments Planning	4

## Bachelor Courses in English - International economic relations

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Informatics	6	Macroeconomics	6
Microeconomics	6	Principles of management	6
Mathematics 1	6	Foreign language part 1	3
Academic ethics	6	Sport part 1	0
Principles of Law	6	History of economic thought	6
Foreign language part 1	6	Principles of economic theory	6
Sport part 1	0	Economic history	6
Principles of Finance	6	Philosophy	6
Statistics	6	Labour economics	6
Foreign language part 2	3	Economic sociology	6
Business logistics	6	Economics of enterprise	6
Corporate security	6	Mathematics part 2	6
Strategic planning	6	Principles of entrepreneurship	6
International tourism	6	Corporate finance	6
International economics	6	Marketing	6
Transport and mobility	6	Principles of accounting	6
Trade	6	Foreign language part 2	3
Sport part 2	0	Ecological economics	6
International Market Studies	6	Intellectual property and creative industries	6
International Trade	6	Econometrics	6
International Economic Relations Theory	6	Real estate	6
European Economy	5	Financial control	6
European Economic Integration	5	Sport part 2	0
Development Economics	4	International Management	6
Supply Chain Management	4	International Business Operations- Part I	6
International Marketing	6	International Finance	6
International Financial Management	6	Bulgarian Foreign Trade	5
International Pricing Practices	6	External Economic Relations of Bulgaria	5
Monetary Unions	4	International Marketing Communications	4
Price and Pricing Policy	4	EU Trade Policy	4
European Union Institutions	4	International Business Operations - II part	6
Corporate Identity and Image	4	International Business Analysis	5
Research Policy and Innovation Management	4	Psychological Forces in International Economic Relations	5
Markets, Investment and Marketing–simulation game	4	Digital Business	4
System of Management Standards in International Business	4	Financial Markets and Forecasting	4
Managing Risks on Financial Markets	4	Second language	5
Second language	5	International Payments and Risk Management	5
		International Trade Financing	5

## Bachelor Courses in English - Finance and accounting

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Informatics	6	Macroeconomics	6
Microeconomics	6	Principles of management	6
Mathematics 1	6	Foreign language part 1	3
Academic ethics	6	Sport part 1	0
Principles of Law	6	History of economic thought	6
Foreign language part 1	6	Principles of economic theory	6
Sport part 1	0	Economic history	6
Principles of Finance	6	Philosophy	6
Statistics	6	Labour economics	6
Foreign language part 2	3	Economic sociology	6
Business logistics	6	Economics of enterprise	6
Corporate security	6	Mathematics part 2	6
Strategic planning	6	Principles of entrepreneurship	6
International tourism	6	Corporate finance	6
International economics	6	Marketing	6
Transport and mobility	6	Principles of accounting	6
Trade	6	Foreign language part 2	3
Sport part 2	0	Ecological economics	6
Banking	6	Intellectual property and creative industries	6
Monetary Theory and Monetary Policy-First Level	6	Econometrics	6
Financial Accounting	6	Real estate	6
EUROPEAN UNION LAW	6	Financial control	6
Public Finance	6	Sport part 2	0
Performance Measurement and Reporting in Financial Institutions	6	Fundamentals of Cost and Management Accounting	6
International project management	6	International Finance	6
Auditing	6	Tax Control	6
Theory of Insurance	6	Business Ethics	6
Local Finance	6	Business Strategies	6
Accounting for Social Security Enterprises and for Insurance Companies	6	Commercial law	6
Bank Risk Management	6	Banking law	6
Bank Accounting	6	International trade	6
Stock Exchange Markets	6	Management Accounting	5
		Social security finance	5
		Public Sector Accounting	4
		Accounting for intangible assets	4
		Financial Markets Law	4
		International Accounting Standards	4

## Master Courses in English – International Business

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Global Economy	5	Global Strategic Management	4
Quantitative Methods in International Management	5	Corporate Governance in International Business	4
International business and regional practices	5	Leadership and Ethics in International Business	4
Global supply chains	5	Social Media in International Business	4
Marketing Management	5	Portfolio Management	4
Project Management	5	International Trade Law	4
International Human Resources Management	5	Compliance and market situation	4
Negotiations and Cross-cultural Competence	5	Innovation Management	4
International Financial Management	5	Diploma Master Thesis	4
Internship	5	Diploma Master Thesis	15

## Master Courses in English – Digital Marketing

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Digital Marketing Basics	6	Internet Marketing Studies	4
Content management	6	Information security in global companies	4
Digital marketing analysis	6	Social Media Marketing and Online Shop Management	4
Influencer Marketing	6	Digital marketing communications	4
Business intelligent systems	6	Integrated marketing communications in Internet	4
Data Mining	6	Diploma Master Thesis	15
Internet law	6		
Intellectual property rights	6		

## Master Courses in English – Climate and International Business

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Climate and Climate Change - Basic Characteristics and Facts	6	Decarbonization and CO2 Emissions Trade	4
Corporate Sustainability: Business Models and Corporate Sustainability Reporting	6	International Business Operations and Climate Changes	4
International Climate Finance	6	Climate Changes and Project Management	4
EU Legal Regulation of the Battle with Climate Changes	6	Environmental Science, Globalization and Sustainable Development	4
Digitalization and Climate Policy	6	Climate Changes: Social Dimensions	4
ISO Sustainability Standards	6	IFRS and Sustainability Disclosure Standards	4
		Placement	6
		Diploma Master Thesis	15

## Master Courses in English – Diplomacy and Strategic Analysis

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Introduction to Strategic Studies and Strategic Analysis	6	Economic Diplomacy	6
Global Political Risks	6	Contemporary Warfare and Security Environment	6
International Relations: Problems and Theories	6	Energy Politics and Security	4
International Business Research Methods	6	Migration and Security	4
Asia in the International Relations Studies	6	Negotiations and negotiation process	4
Global Economy	6	Strategic Communications	4
Human Security and Human Rights Diplomacy	6	Research Projects Design	4
		Intelligence and Strategic Intelligence Analysis	4
		Diploma Master Thesis	15

## Master Courses in English – Economics of Defence and Security

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Introduction to Nuclear Security	5	IT/Cyber Security and Computer Security for a nuclear world	5
International and National Legal Framework Regulating Nuclear Security	5	Import/Export and Transit Control Mechanism and Regime	5
Methods and Instruments for Nuclear and Other Radioactive Material Measurements	5	Detection and Interdiction of Criminal or Unauthorized Acts Involving Nuclear and Other Radioactive Material	5
Threat Assessment	5	Security of Nuclear and Other Radioactive Material in Transport	5
Special Course	5	Physical Protection Technologies, Systems and Equipment	5
Nuclear Energy, Nuclear Fuel Cycle and Nuclear Applications	5	Nuclear security management at facility level and Nuclear security culture	5

## Master Courses in English – Marketing Management

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Brand Building and Development	6	International management	4
Marketing Strategy	6	Managing for Social Impact	4
Organizational Structures for Marketing	6	Managerial Skills for Marketing	4
Digital Organization Development in Marketing Context	6	Business Development	4
Consulting Management	6	Relationship Marketing	4
		Shopper Behavior and Sales Promotions	4
		Business Communications	4
		Applied management	4
		Digital Marketing	4
		Diploma Master Thesis	15

## Master Courses in English – Management of Hospitality Industries

Winter semester		Summer semester	
Courses	Credits	Courses	Credits
Marketing management in tourism	6	Cultural Tourism	4
Project Management in Hospitality	6	Aestheticization of the Tourism Environment	4
Event Management	6	SPA and Wellness Tourism	4
Management Consultancy for the Tour Operator's Business	6	Tour Guide Service	4
Hospitality and Restaurant Management	6	Tourism Destination Management	4
		Entrepreneurship in Hospitality Industry	4
		Diploma Master Thesis	15