

QUALIFICATION PROFILE

of the Master's Degree Program

“BUSINESS MANAGEMENT AND MARKETING”

(taught in English)

The objective of the “Business Management and Marketing” program (taught in English) is to develop competencies for successful professional realization in the fields of financial management and marketing. Upon graduation, students will be able to effectively manage financial processes and carry out marketing communications.

The curriculum includes courses that provide highly specialized knowledge in the management of financial flows and the creation of marketing strategies. The training is based not only on fundamental theoretical concepts, but also on the study of best practices from both global and Bulgarian financial management and marketing.

Students receive in-depth preparation and acquire knowledge in areas such as advertising and digital marketing, business process management, business strategies and corporate governance, and the psychological aspects of organizational management. Simultaneously, students master the specifics of investment management, stock markets, and the European financial services market.

Throughout the program, students develop skills to analyze and interpret financial information, to think analytically, conceptually, and abstractly, and to present well-argued opinions and judgments, enabling them to make informed decisions. They also learn innovative methods for solving complex problems.

Graduates of the “Business Management and Marketing” program (taught in English) are highly qualified specialists with a functional-economic profile. They possess competitive advantages for employment in various business organizations as financial analysts and managers, and are capable of applying their acquired knowledge at different managerial levels in national and international institutions.

They may work as financial and marketing managers, analysts, experts, or consultants in the fields of marketing and finance. They are also equipped with the competencies to successfully manage their own businesses.

The program is offered in both full-time and distance-learning formats. Its duration is:

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- 2 semesters for Bachelor's degree holders in economics-related fields;
- 3 semesters for Bachelor's degree holders from other professional fields;
- 4 semesters for Professional Bachelor's degree holders in economics-related fields.

Students complete the program with the defense of a Master's thesis. Graduates earn a Master's degree in higher education with the professional qualification of "Economist." Under certain conditions, they may continue their education toward a Doctoral (PhD) degree.

This qualification profile was approved at a meeting of the Academic Council, Protocol No. 2/04.04.2024.