



UNIVERSITY OF NATIONAL AND WORLD ECONOMY

УНИВЕРСИТЕТ ЗА НАЦИОНАЛНО И СВЕТОВНО СТОПАНСТВО

Adopted by the Academic Council of UNWE with

Decision N /.....

Приета с решение на АС на УНСС

№:.....

Approved by:

Утвърдил:

Rector – Prof. Dr. Dimitar Dimitrov

Ректор – проф. д-р Димитър Димитров

QUALIFICATION DESCRIPTION

КВАЛИФИКАЦИОННА ХАРАКТЕРИСТИКА

Degree Programme <i>Специалност</i>	DUAL MASTER'S PROGRAMME IN INTERNATIONAL BUSINESS AND GOVERNANCE (WITH SHANGHAI JIAO TONG UNIVERSITY - SJTU) <i>ДУАЛНА МАГИСТЪРСКА ПРОГРАМА „МЕЖДУНАРОДЕН БИЗНЕС И УПРАВЛЕНИЕ“ (СЪС ШАНХАЙСКИ УНИВЕРСИТЕТ „ДЖАО ТОНГ“)</i>
<i>Specialization</i> Специализация	
Educational and Qualification Degree <i>Образователно-квалификационна степен</i>	MASTER <i>МАГИСТЪР</i>
Professional Qualification <i>Професионална квалификация</i>	MASTER OF ECONOMICS AT UNWE / MASTER OF PUBLIC ADMINISTRATION AT SJTU <i>МАГИСТЪР ПО ИКОНОМИКА / МАГИСТЪР ПО ПУБЛИЧНА АДМИНИСТРАЦИЯ</i>
Area of Study <i>Област на висше образование</i>	3. Social, economic sciences and law <i>3. Социални, стопански и правни науки</i>
Field of Study <i>Професионално направление</i>	3.8 ECONOMICS AT UNWE; 3.7.2 PUBLIC ADMINISTRATION AT SJTU <i>3.8 ИКОНОМИКА В УНСС / 3.7.2 ПУБЛИЧНА АДМИНИСТРАЦИЯ В SJTU</i>
Form of Study <i>Форма на обучение</i>	FULL-TIME <i>РЕДОВНО</i>
Duration of Study <i>Продължителност на обучението</i>	2 years (4 semesters), 1110 h. <i>2 години (4 семестъра), 1110 часа</i>
Type of Final Exam <i>Форма на завършване</i>	MASTER'S THESIS <i>МАГИСТЪРСКА ТЕЗА</i>
Department <i>Катедра</i>	INTERNATIONAL ECONOMIC RELATIONS AND BUSINESS <i>МИО И БИЗНЕС</i>
Faculty <i>Факултет</i>	INTERNATIONAL ECONOMICS AND POLITICS <i>МЕЖДУНАРОДНА ИКОНОМИКА И ПОЛИТИКА</i>

STUDY OBJECTIVES

The two-year International Business and Governance dual master's programme offered by the University of National and World Economy and the Shanghai Jiao Tong University aims to help develop well-rounded professionals equipped with a specialised knowledge from different fields that provides comprehensive understanding of relevant and current world business and governance issues, and a solid skill set necessary to succeed in an international career. The added value of the programme is its multidisciplinary character blending theoretical knowledge and practical application both in the fields of international business and public management. The principal strong point of the programme lies in the one-year real immersion of students in an internationally top-ranked university located in the heart of the city of Shanghai – a world financial, commercial, transportation hub. Students benefit from getting a real-life experience in the most dynamic part of the global economy and the opportunity to build extensive international networks, which in combination with the breadth of the syllabus leads to unbeatable job opportunities.

The Programme aims to:

- respond to the need for future Bulgarian business managers and policymakers to possess systematic interdisciplinary knowledge of the complex interaction between economic, political and social factors in today's interdependent global marketplace;
- equip students with thorough understanding of economic systems, cultures and business practices around the world (with a special focus on China);
- provide students with an opportunity to develop functional expertise, strategic perspective and effective use of public policy management tools;
- build social skills of the graduates for effective and efficient accomplishment of responsibilities within organisations, operating internationally.

STUDY CONTENT

Students enrolled in the International Business and Governance programme are given a rigorous training in areas such as economics, management, marketing, finance, quantitative methods, public policy and administration.

The Programme comprises obligatory courses and required electives. The obligatory part includes courses in global economy, international business, global strategic management, corporate governance, quantitative decision-making methods in international business, academic writing, introduction to Chinese culture and Chinese language classes. Required electives include courses in international management, marketing management or international financial management and courses related to Chinese governance, politics, and economic and social policies.

KNOWLEDGE, SKILLS AND PROFESSIONAL COMPETENCE

The students, graduating International Business and Governance programme possess knowledge, skills and competences, which are compatible with the National Qualification Framework (Level 7)* and the European Reference Framework for lifelong learning†.

* Националната квалификационна рамка на Република България (*ПМС № 96/02.02.2012*) дефинира знанията, уменията и компетенциите, които се изискват като резултат от обучението в съответните образователно-квалификационни степени във висшето образование.

† Европейската референтна рамка на Ключовите компетентности за учене през целия живот (Официален вестник на Европейския съюз С 189/7 4.6.2018 г.) дефинира осем ключови компетентности необходими за

KNOWLEDGE, SKILLS AND PROFESSIONAL COMPETENCE‡

Students completing the International Business and Governance programme:

- acquire highly specialized theoretical and practical knowledge about the global economy, international business practices and the core areas of public affairs and modern governance;
- are able to think systematically, comprehend, analyse, evaluate, and manage political, economic and social developments in an emerging country environment;
- critically analyse and evaluate the opportunities and risks associated with international business activities and changes in government policies and regulations that affect them;
- understand the changing and complex market environment in China, the country's policy making as well as Chinese language and culture;
- deepen their communication and intercultural negotiation abilities.

CAREER DEVELOPMENT AND CONTINUOUS EDUCATION

The employability options for the graduates in International Business and Governance are vast and varied, including top and middle level management positions in international institutions, state and non-governmental organizations, transnational corporations, export-oriented small and medium-sized enterprises.

Apart from companies which do business with China, graduates of this programme are particularly well-suited for a career in enterprises and organizations active in international markets and politics.

The program provides the theoretical and methodological basis for further doctoral degree level education.

The qualification description hereby is approved at the chair of the Department of International Economic Relations and Business on June 1st, 2020 (protocol No ...) and a chair of the Faculty of International Economics and Politics on June 2nd, 2020 (protocol No ...).

Head of Department: _____

(Assoc. Prof. Vasil Petkov, PhD)

Dean of Faculty: _____

(Assoc. Prof. Mariya Bakalova, PhD)

личностна реализация и развитие, пригодност за заетост, социално приобщаване, устойчив начин на живот, успешен живот в едни мирни общества, организиране на живота по здравословно осъзнат начин и активно гражданско участие.

‡ in compliance with the European qualifications framework for lifelong learning (EQF)