



The
University
Of
Sheffield.

BA (Hons) in Business Studies (Marketing)

BA (Hons) in Business Studies (Management)

BA (Hons) in Business Studies (Accounting & Finance)

Undergraduate Programmes

The University of Sheffield
Now in Sofia

DREAM BIGGER DREAMS



A truly unique study opportunity: The University of Sheffield Bachelor's degrees in Sofia

The University of Sheffield offers in Sofia an exceptional study opportunity for high school graduates who wish to pursue undergraduate studies and obtain a world class Bachelor's degree from one of the world's top 100 universities: the University of Sheffield.

The University of Sheffield undergraduate students enjoy a student-centred education within a state-of-the-art, academically stimulating environment that is supportive to

the student. The well organized personal tutorial system, the small classes, the personal advisor system and the presentation sessions encourage students to have an active role in their education.

The University of Sheffield International Faculty, CITY College, is responsible for the academic delivery of the programmes. The programmes take place in collaboration with VUZF University, as partner institution.

Excellent academic staff Learn from the best!

The academic staff comprises highly qualified faculty members from the International Faculty of the University of Sheffield, CITY College, and VUZF University. All lecturers have experience in teaching international students, have strong academic background and professional experience and are committed to academic research.

The International Faculty of the University of Sheffield, CITY College, has full responsibility for the academic delivery of the programmes, oversees and monitors the overall academic procedures.



Not just a degree: A world recognized Bachelor's degree with an international outlook

Studying for a University of Sheffield degree in Sofia is about opening yourself to the world.

While students will be afforded the opportunity to study in their home country, close to their family and friends, in class they will be educated for a future beyond limits. They will experience a real international exposure through:

- the top British education of the highest standards
- the high calibre academic staff from various countries
- the up-to-date programme of studies
- the challenging projects and innovative learning tools
- the use of the English as the language of instruction that will equip them to stand in any business environment
- the final year of studies in Greece that will make them part of an international student body.

As Sheffield graduates, they will have acquired not only a bachelor's degree from one of the top universities in the world, the University of Sheffield degree, but also an invaluable student experience.

The University of Sheffield

The University of Sheffield is one of the oldest British Universities. It is a leading research university, located in Sheffield in South Yorkshire, England. It is ranked within the World's top 100 Universities and is constantly ranked amongst the top 20 universities in Britain. It belongs to the 1% of the best universities in the world. Today, with nearly 24,000 students from 124 countries, and almost 6,000 staff, the University of Sheffield is a popular choice for university applicants.

CITY College is the International Faculty of the British University, the only one located overseas, and it is an integral part of the University. CITY College offers in Thessaloniki a

range of undergraduate (Bachelor's), postgraduate (Master's), Executive MBA and Research degree (PhD) programmes in the disciplines of Business, Psychology and Computer Science, all leading to a University of Sheffield degree. The College is officially accredited as an institution of higher education and recognised for its high quality programmes by external, independent official bodies.

VUZF University specialises in the areas of finance, insurance, social insurance, management and marketing. It is an accredited University offering both Bachelor's and Master's degree programmes in Sofia.

VUZF's mission is to prepare highly qualified specialists in economics and to develop the economic science in accordance to the needs of the contemporary practice. The academic policy of the university aims at implementing the best educational practices of Europe and the world.

Accredited / Recognised by



BA (HONS) in BUSINESS STUDIES (Marketing)

- Gain a thorough grounding of key business disciplines
- Develop an expertise in the business area of marketing
- Focus on a diverse range of marketing activities and their application.

Year 1

- Principles of Management (Planning and Organising)
- Computing Skills for Business
- Quantitative Methods for Business
- Academic and Transferable Skills
- Introduction to Academic English I
- Principles of Management (Leading and Controlling)
- Business Economics
- Information Management and Technology
- European Union
- Introduction to Academic English II

Year 3

- Organisational Behaviour
- Marketing Management
- Decision Making with Information Technology
- Financial Management
- Operations Management
- Consumer Behaviour
- Marketing Research
- Marketing of Services
- Two electives from the following*
- Sociology of Sport
- Understanding International Conflicts
- World, Community, Economy and the Environment
- Cinema, Monsters and the Psychos
- Contemporary Cinema and Society
- Cultural Representations Through Media
- International Politics
- Topics in Counselling in Psychology
- Principles of International Law
- European Cultural Identity
- Evolution of Ideas in Computing
- Civil Liberties
- Legal Environment of Business
- Shakespeare: an Artist of all Times

Year 2

- Principles of Marketing (Understanding the Market)
- Accounting Fundamentals I
- Business Communication
- Introduction to Psychology
- Advanced Skills in Academic English I
- Principles of Marketing (Applying the Marketing Mix)
- Accounting Fundamentals II
- Business Statistics
- Understanding Globalization
- Advanced Skills in Academic English II

Year 4

- Integrated Marketing Communications
- Business Strategy
- Marketing Research
- Relationship Marketing and Customer Relationship Management
- Six Units from the following*
- Managing with Information Technology
- Developing and Managing Corporate Identity
- Entrepreneurship and Small Business
- Contemporary Issues in Marketing
- Green Marketing
- Sales Management and Techniques
- Marketing of Services
- International Business
- Retail Marketing



COURSE OVERVIEW

The curriculum of this programme introduces students to the issues and problems associated with the business world. It helps them to develop suitable skills and experience in working in groups towards the accomplishment of a common goal or series of tasks: to develop competencies in the business field of marketing; and to acquire the skills necessary to present their opinions on all aspects of the business world in a professional and scientific way.

Duration of studies:

4 years (3 years in Sofia and 1 year in Thessaloniki)

Language of instruction:

English

Date of Commencement:

October

Degree title:

Bachelor of Arts (Hons) in Business Studies (Marketing)

Degree titles are awarded by the University of Sheffield. Graduates will also receive a degree from VUZF University.



This programme may be subject to minor changes

BA (HONS) in BUSINESS STUDIES (Management)

- Gain a thorough grounding of key business disciplines
- Understand the nature of management, marketing and finance, their interrelationship and their role in business.
- Develop a comprehensive understanding of international business practices.

Year 1

- Principles of Management (Planning and Organising)
- Computing Skills for Business
- Quantitative Methods for Business
- Academic and Transferable Skills
- Introduction to Academic English I
- Principles of Management (Leading and Controlling)
- Business Economics
- Information Management and Technology
- European Union
- Introduction to Academic English II

Year 2

- Principles of Marketing (Understanding the Market)
- Accounting Fundamentals I
- Business Communication
- Introduction to Psychology
- Advanced Skills in Academic English I
- Principles of Marketing (Applying the Marketing Mix)
- Accounting Fundamentals II
- Business Statistics
- Understanding Globalization
- Advanced Skills in Academic English II

Year 3

- Organisational Behaviour
- Marketing Management
- Decision Making with Information Technology
- Financial Management
- Operations Management
- Consumer Behaviour
- Financial Management
- Marketing of Services
- Eight electives from the following*
- Sociology of Sport
- Understanding International Conflicts
- World, Community, Economy and the Environment
- Cinema, Monsters and the Psychos
- Contemporary Cinema and Society
- Cultural Representations Through Media
- International Politics
- Topics in Counselling in Psychology
- Principles of International Law
- European Cultural Identity
- Evolution of Ideas in Computing
- Civil Liberties
- Legal Environment of Business
- Shakespeare: an Artist of all Times

Year 4

- Entrepreneurship and Small Business
- Human Resource Management
- Business Strategy
- International Business
- Six Units from the following*
- Project Management
- Managing Innovation
- Developing and Managing Corporate Identity
- Logistics
- Sales Management and Techniques
- Quality Management
- Managing with Information Technology
- Relationship Marketing and Customer Relationship Management



COURSE OVERVIEW

The curriculum of this programme introduces students to the issues and problems associated with the business world. It helps them to develop suitable skills and experience in working in groups towards the accomplishment of a common goal or series of tasks; to develop competencies in the business field of management; and to acquire the skills necessary to present their opinions on all aspects of the business world in a professional and scientific way.

Duration of studies:

4 years (3 years in Sofia and 1 year in Thessaloniki)

Language of instruction:

English

Date of Commencement:

October

Degree title:

Bachelor of Arts (Hons) in Business Studies (Management)

Degree titles are awarded by the University of Sheffield
Graduates will also receive a degree from VUZF University.



This programme may be subject to minor changes

BA (HONS) in BUSINESS STUDIES (Accounting & Finance)

- Gain a thorough grounding of key business disciplines
- Explore the theory and practical application of accounting and finance.
- Develop essential skills in accounting and finance for making managerial decisions.

Year 1

- Principles of Management (Planning and Organising)
- Computing Skills for Business
- Quantitative Methods for Business
- Academic and Transferable Skills
- Introduction to Academic English I
- Principles of Management (Leading and Controlling)
- Business Economics
- Information Management and Technology
- European Union
- Introduction to Academic English II

Year 2

- Principles of Marketing (Understanding the Market)
- Accounting Fundamentals I
- Business Communication
- Introduction to Psychology
- Advanced Skills in Academic English I
- Principles of Marketing (Applying the Marketing Mix)
- Accounting Fundamentals II
- Business Statistics
- Understanding Globalization
- Advanced Skills in Academic English II

Year 3

- Organisational Behaviour
- Marketing Management
- Decision Making with Information Technology
- Financial Management
- Operations Management
- Consumer Behaviour
- Financial Accounting
- Financial Management
- Two electives from the following*
- Sociology of Sport
- Understanding International Conflicts
- World, Community, Economy and the Environment
- Cinema, Monsters and the Psychos
- Contemporary Cinema and Society
- Cultural Representations Through Media
- International Politics
- Topics in Counselling in Psychology
- Principles of International Law
- European Cultural Identity
- Evolution of Ideas in Computing
- Civil Liberties
- Legal Environment of Business
- Shakespeare: an Artist of all Times

Year 4

- Financial Institutions and Markets
- Business Strategy
- Money and Banking
- Financial Accounting and Analysis *Six Units from the following*
- Financial Instruments and Market Behaviour
- Managing with Information Technology
- Entrepreneurship and Small Business
- Portfolio and Security Analysis
- International Financial Management
- Cost Accounting
- Auditing
- Introduction to Econometrics



COURSE OVERVIEW

The Accounting and Finance course aims at providing students with the theoretical, technical and empirical background necessary for financial problem solving and financial decision making within the complex and changing business environment.



This programme may be subject to minor changes

Duration of studies:

4 years (3 years in Sofia and 1 year in Thessaloniki)

Language of instruction:

English

Date of Commencement:

October

Degree title:

Bachelor of Arts (Hons) in Business Studies (Accounting & Finance)

Degree titles are awarded by the University of Sheffield
Graduates will also receive a degree from VUZF University.

Admission Requirements & Procedures

ADMISSION PROCEDURE

Applicants submit the relevant certificates to the admission's office.

Their applications are first considered by the Academic Committee. Successful applicants receive an acceptance formal letter directly by the University of Sheffield.

The number of places in each programme is strictly limited, and set by the University of Sheffield. Applications are considered according to the date of their submission. After the completion of the prescribed quota of places, no application is accepted.

ADMISSION REQUIREMENTS

Applicants are accepted under the following conditions:

- Hold a High School diploma or the International Baccalaureate or an equivalent certificate.
- Hold the Cambridge Advanced Certificate or IELTS (6.00) or the TOEFL (213 computer based and Internet based). If candidates hold neither of the above, they are required to sit a special exam designed to test their level of English.
- Candidates that have completed their high school studies through the medium of the English language are not required to hold an English language qualification.

APPLICATION REQUIREMENTS

- 4 Photographs (passport-size)
- Certified Photocopy of High-School Diploma and detailed academic records (transcripts of performance) from the last three years. If not in English, please also submit translated copies certified by a certified translator/translator service.
- Certified Photocopy of English Language qualification(s)
- Application envelope consisting of application documents (it can be downloaded from the VUZF website or purchased from the VUZF University bookstore or booth during education fairs and exhibitions).
- Document from the Ministry of Education, Youth and Science recognizing completed secondary education in a foreign school (for applicants who have completed their secondary education abroad).

Join the Sheffield student experience!

You can download and print an application form from our website www.city-sheffield.bg





The
University
Of
Sheffield.



CITY College
An International
Faculty Of
The University.

University Of The Year.

2011
THE AWARDS
AWARD WINNER
UNIVERSITY OF THE YEAR

The University of Sheffield
FIRTH COURT

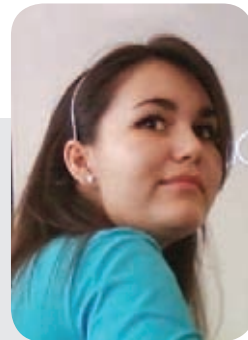
Testimonials

Aleksandar Cholov BA IN BUSINESS STUDIES



Studying at a British university has always been challenging for me. The International Faculty of the University of Sheffield, CITY College, offers a wonderful opportunity for those who seek high quality British education and, for some reason, cannot study in the UK. The programmes have a selected number of students and this is a big advantage over other universities. Numerous workshops and seminars with distinguished lecturers help students apply the academic theory into practice. Being a Sheffield graduate, I feel self-confident and proud of what I have achieved with my studies.

Veronica Georgieva BA IN BUSINESS STUDIES



The International Faculty of the University of Sheffield, CITY College, was my primary choice after graduating from the First English Language School in Sofia. The College has great professors who create the best studying conditions in the classroom. However, it is not all about attending classes. It is so much more... The University of Sheffield programmes is a great choice for Bulgarian students who want to go for a degree of a top British university and still stay close to their home.



Why study for a University of Sheffield Bachelor's degree in Sofia

- Gain a degree from one of the world's top Universities: the University of Sheffield degree
- Live the true British educational experience in your own country
- Be with your friends and family, minimize your study costs
- Excellent academic staff
- A student-centred education
- Excellent provision for students
- An impressive campus in Sofia
- Join the Sheffield alumni network

DOUBLE DEGREE!

Graduates from the Sheffield Bachelor's programmes delivered in Sofia will receive two degrees: one from the University of Sheffield and one from VUZF University.

A CAMPUS IN SOFIA

VUZF University as partner institution, offers impressive and easily accessible facilities, allowing students to study in a modern learning environment and live the true British educational experience in their own country.

STUDY IN ENGLISH: AN EXTRA COMPETITIVE ADVANTAGE

Sheffield graduates study in English thus speak fluently the language of business worldwide.

The University of Sheffield International Faculty, CITY College

Country office, Bulgaria

Mrs. Dessie Pencheva, Country Manager
1680 Sofia, Office Building ASTRA, 98 Bulgaria Blvd. ent. D, office 16,
Tel./ fax: + 359 2 961 62 63, Mobile: + 359 888 43 57 50,
E-mail: bulgaria1@city.academic.gr
www.city-sheffield.bg

CONTACT:

VUZF University "Study Affairs Dept.":

Room: 205, 206, 208;

Tel.: + 359 2/ 40 15 818, 40 15 812, 40 15 801, 40 15 832,

E-mails: tihomirov@city.academic.gr,

For any additional information you can consult the VUZF University website:

www.vuzf.bg