



SOFIA UNIVERSITY ST. KLIMENT OHRIDSKI

FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION

CURRICULUM

Signed by:.....

Approved by the Academic Council,
Record of Proceedings № 3 /29.01.2020

Professional field: 3.7 Administration and Management
Educational and Qualification Degree: Master

Subject Area:

E	B	B	2	1	2	4	2	0
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Business Administration – Strategic Management
in English

Form of study: Full-time
Start of study: Summer semester
Length of study: 2 (two)

Professional Qualification: Strategy Manager

Qualification characteristics

Subject Area: Business Administration

BA Program/MA Program: Business Administration – Strategic Management in English

1. Educational objectives

The goal of the Master's program "Business administration – Strategic management" is to prepare highly skilled specialists able to use advanced methods and tools for strategic management in organizations. These include micro- and macro-diagnostics of the environment, industry analysis, analysis of the organization, strategies for organization development, business strategies, resource and functional strategies, international strategies etc. After graduation, the students should be able to be aware and perform different functions related to strategic management in different economic sectors, including the specialized consulting firms in areas of strategic planning and organizational development. The program targets two main groups of people:

- A) Specialists from the industry with economic/management education, which career plans include high-ranked management positions, who want to serve as advisors to the government or serve as public officials in government's strategic planning units.
- B) Entrepreneurs with education in the field of economics and management, who are aware of the necessity of sound theoretical equipment, and continuous education, training and self-actualization.

The program is offered in English in order to target the growing ex-pat community in Bulgaria, to attract highly qualified bachelors from abroad as well Bulgarians who will have English-speaking careers. The program is an excellent multicultural environment for learning and leadership development.

Professional bachelors (3 year of study, 180 ECTS) in areas of economics, management, social and other sciences, who would like to continue their education with a master of business administration, should enroll in the 4-semester program. According to the Bulgarian legislation, that category of students should obtain 120 ECTS within two years.

2. Description

The duration of study is 1 year and includes six obligatory, four electives and optional courses in various trendy domains as digitalization, marketing, environmental management, ERP, CRM, etc. and writing of a Master thesis.

The program attracts many guest lecturers and visits to companies from different economic sectors and managerial layers. The Master of Business Administration – Strategic Management program follows the classical MBA design, where the education relies on the rich and diversified experience of the students. Classes are small and include students from different countries and cultures and professional background – state and private sectors, employed and entrepreneurs.

Through its Career Center the Faculty of Economics and Business Administration provides career counseling, meetings with potential employers and practical projects. Students could benefit from the classical Erasmus university exchanges or entrepreneurial exchanges up to six months under the Erasmus for Young Entrepreneurs. To the top performing students Sofia University offers a double degree from the University of Poitiers in France through a semester abroad in the third semester.

3. Professional Qualifications

SHOULD KNOW

- The modern economic theories and be able to analyze the economic environment by using the appropriate tools;
- The tools of management;
- The key technological trends and transformative power of new ICT;

- The methods for organizational and industry diagnostics;
- The methods for goal-setting, formulation and realization of strategies;
- The methods and approaches for structuring the organization;
- The methods for work in the socio-cultural layer of the organization, and with the human resources;
- The financial tools of the financial institutions;
- The legal and administrative basis of businesses;
- Bulgarian accounting practices and international accounting standards.

BE ABLE

- To implement what has been learned as theory and shared practical experience to solve practical problems;
- To make independent management analysis, decisions and recommendations;
- To carry out industry analysis, environment and organization diagnostics;
- To conduct business process modeling and optimize existing processes;
- To formulate goals and strategies, write plans, control;
- To intervene in the socio-cultural layer of the organization;
- To apply the knowledge in the human resources management and to develop skills for working with people;
- To carry out real organizational changes;
- To communicate effectively;
- To plan and organize own tasks;
- To use and work with various information sources.

BE

- Creative and visionary;
- Open to innovations and with an attitude to change the world;
- Capacity for self-development and life-long learning;
- Develop capacity for business strategies and human capital;

4. Professional Realization

The Master program in “Business administration – Strategic management” provides opportunities for specialization and upgrading of knowledge and skills in order to successfully meet specific job requirements and functions. The program graduates can work in the management of different by size and profile companies, in the departments for strategic management and planning, human resources management, operational management, etc. Program graduates can hold posts in the government administration, in third sector organizations; work as consultants; continue their education and research as doctoral students, teach in the system of higher education work in research and development units.

Typically, graduates will go through positions like project or product manager, account manager, procurement manager, business development, etc. and after a while, they could serve as executive managers, high-ranked civil servants, senior analysts at think-tanks, or develop a research and consultant career.

5. Terms of Acceptance

Application to the program is through an interview. The applicants with a bachelor degree from a non-Bulgarian university have to apply first for recognition of their higher education according to the Law on Higher Education. The procedure is lengthy and complex and we advise applicants to apply as early as four months prior to the start of the program. There is a minimum threshold of GPA of 4.0 and should have as a minimum 6 months of working

(or entrepreneurial) experience. If there are available places in the program, as an exception we could enroll students with less than 6 months experience provided they have GPA above 5.

EBB	2	1	2	4
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Subject Area: Business Administration
Master's of Business Administration - Strategic Management in English

Academic year beginning from 2020/2021 (summer admission)

№	Course code	Course Title	Type - C, E, O	Term	ECTS credits	Number of classes - total				Number of classes per week	Type of Grading* - e, ca, m, a
						Total	Lectures	Seminars	Practical classes / practice		
1	2	3	4	5	6	7	8	9	10	11	12

Compulsory courses

1	R	2	2	8	Innovation Management in the Organization	C	1	5	150 (60/90)	30	30		2+2	M
2	R	2	2	9	International Business Strategies	C	1	5	150 (45/105)	30	15		2+1	M
3	R	2	1	3	Organizational theory	C	1	5	150 (60/90)	30	30		2+2	M
4	R	2	0	1	Strategic Management	C	2	5	150 (60/90)	30	30		2+2	M
5	R	2	0	2	Entrepreneurship	C	2	5	150 (45/105)	30	15		2+1	M
6	R	2	0	4	Strategic marketing	C	2	5	150 (60/90)	30	30		2+2	M

Elective courses - students should elect minimum 4 courses with 15 credits during first semester.

1	E	5	2	0	Top business management tools	E	1	4	120 (45/75)	30	15		2+1	E
2	E	5	2	1	Foundations of management of intellectual products	E	1	4	120 (45/75)	30	15		2+1	E

3	E	2	1	4	Economic Agents' Decision making	E	1	4	120 (45/75)	30	15		2+1	E
4	E	2	2	7	Corporate entrepreneurship and and innovation	E	1	4	120 (45/75)	30	15		2+1	E
5	E	2	1	1	Project Management (MS Project)	E	1	3	90 (45/45)	30	15		2+1	CA
6	E	2	1	5	Foundations of successful sales	E	1	3	90 (45/45)	30	15		2+1	E
7	E	2	2	0	Master's thesis writing	E	1	4	120 (45/75)	30	15		2+1	E
8	E	2	2	9	Management and development of new and small firms	E	1	4	120 (45/75)	30	15		2+1	E
9	E	2	1	0	Ecological management	E	1	4	120 (45/75)	30	15		2+1	E
10	E	2	0	1	International logistics and spedition	E	1	3	90 (45/45)	30	15		2+1	E
11	E	2	1	0	Business planning	E	1	4	120 (45/75)	30	15		2+1	E
12	E	2	3	2	Family business	E	1	4	120 (45/75)	30	15		2+1	E
13	E	2	3	3	Digital business models and processes	E	1	3	90 (45/45)	30	15		2+1	E

Facultative courses - credits are not taken into account in the completion of the curriculum.

1	F	5	6	5	Customer Relationship Management (CRM)	F	1	5	150 (45/105)	30	15		2+1	E
2	F	2	6	2	Business process modeling and reengineering	F	2	5	150 (60/90)	30	30		2+2	E
3	F	5	6	8	Analysis and management of customer requirements	F	2	5	150 (45/105)	30	15		2+1	E
4	F	2	6	1	Business Information Systems Foundation	F	2	5	150 (60/90)	30	30		2+2	E
5	F	2	6	4	Legal Aspects of Information Technologies	F	2	5	150 (60/90)	30	30		2+2	E

Study Internships

No	code	Internship	Type - C, E, O	Semester	ECTS - credits	Weeks	Number classes	Type of courses
Students should prepare course projects on: Innovation Management in the organization, International Business Strategies, Organizational theory, Strategic management, Entrepreneurship and Strategic Marketing. *Students are allowed to elect courses only listed in the curriculum.								

Graduation

Form of degree completion	ECTS credits	First state exam/thesis defence session	Second state exam/thesis defence session
Master's thesis defence	15	February	November

The curriculum has been approved by the Faculty Council, Record of Proceedings № 12 from 10 December 2019.

DEAN:.....

/Assoc. Prof. Atanas Georgiev PhD/

Sofia University "St. Kliment Ohridski"

Curriculum Reference Statement

Subject Area "Business Administration"/Master's of Business Administration - Strategic Management in English

Form of study: full-time length of study: 2 (two) semesters

Course Load, ECTS -credits and course completion per semester

Type of courses	I			II			III			IV			V			VI			VII			VIII			IX			X			Total		
	Course Load - number of classes	ECTS – credits	number of grades	Course Load - number of classes	ECTS – credits	number of grades	Course Load - number of classes	ECTS – credits	number of grades	Course Load - number of classes	ECTS – credits	number of grades	Course Load - number of classes	ECTS – credits	number of grades	Course Load - number of classes	ECTS – credits	number of grades	Course Load - number of classes	ECTS – credits	number of grades	Course Load - number of classes	ECTS – credits	number of grades	Course Load - number of classes	ECTS – credits	number of grades	Course Load - number of classes	ECTS – credits	number of grades			
Compulsory courses	450	15	3	450	15	3																									900	30	6
Minimum elective courses	450	15	4	0	0	0																									450	15	4
Master thesis defence	0	0	0	450	15	1																								450	15	1	
Total	900	30	7	900	30	4																							1800	60	11		
Classes	345			165																										510			
Degree completion																		ECTS credits	Number of hours for preparation	First state exam/thesis defence session	Second state exam/thesis defence session												
Master's thesis defence																		15	450	February	November												

Professional Qualification:
STRATEGY MANAGER

Record of Proceedings of the Faculty Council №
12 from 10.12.2019.

DEAN:
/Assoc. Prof. Atanas Georgiev PhD/