



# SOFIA UNIVERSITY ST. KLIMENT OHRIDSKI

FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION

## CURRICULUM

Approved .....

Approved by the Academic Council with protocol  
№ ..... / .....

Professional field: 3.7 Administration and Management  
Master Degree

Major: Business Administration

E	F	B	8	2	0	7	2	2
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Master's Programme: Business Administration – Strategic management in English

**Mode of study: Full-time /Start of study: Winter semester**  
**Duration (number of semesters): 2 (two)**

Professional Qualification: Manager Strategic management

## Qualification characteristics

### Major Business Administration

#### Master program / Business Administration – Strategic Management in English

##### 1. Program objectives

The goal of the Master's programme Business administration – Strategic management in English 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 be able to 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 language 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 programme is an excellent multicultural environment for learning and leadership development.

After completing the programme the student should be familiar with the ideas behind strategic management – from strategic planning to real-time management. The programme will also create awareness of the need and a basis for continuous self-improvement in practice. The programme gives the students the opportunity to work both in profit and in non-profit organizations, and to specialize in methods used for the strategic and operational management of human resources.

##### 2. Programme Scope and application (knowledge and skills necessary for successful professional development; theoretical preparation and specialized trainings, etc.)

Application to the program is through an interview. The applicants with a bachelor degree from a non-Bulgarian university must apply first for recognition of their higher education according to the Law on Higher Education and regulations of Sofia University. The procedure<sup>1</sup> 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 18 months of working (or entrepreneurial) experience. If there are available places in the program, as an exception we could enroll students with less than 18 months experience provided they have GPA above 5. Bachelors with 3 year of study and 180 ECTS or higher but less than 240 in areas of management, public administration, economics other sciences related to "administration and management", 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.

Admission to the program is from the winter semester. 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.

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<sup>1</sup> Recognition of higher education acquired at a foreign higher education institution / International Students / Admission / Home - Софийски университет "Св. Климент Охридски" (uni-sofia.bg) [https://www.uni-sofia.bg/index.php/eng/admission/international\\_students/recognition\\_of\\_higher\\_education\\_acquired\\_at\\_a\\_foreign\\_higher\\_education\\_institution](https://www.uni-sofia.bg/index.php/eng/admission/international_students/recognition_of_higher_education_acquired_at_a_foreign_higher_education_institution)

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 competencies**

#### **SHOULD KNOW**

- To be familiar with modern economic theories and be able to analyze the economic environment by using the appropriate tools;
- To be familiar with the tools of management;
- To be familiar with the key technological trends and transformative power of new ICT
- To be familiar with the methods for organizational and industry diagnostics;
- To be familiar with the methods for goal setting, formulation, and realization of strategies;
- To be familiar with the methods and approaches for structuring the organization;
- To be familiar with the methods for work in the socio-cultural layer of the organization, and with the human resources;
- To be familiar with public and corporate finance, the tools of the financial institutions, legal norms;
- To be familiar with the legal and administrative basis of businesses;
- To be familiar with 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 development**

The Master programme in Business administration – Strategic management” in English provides opportunities for specialization and upgrading of knowledge and skills in order to successfully meet specific job requirements and functions. The programme 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. Programme 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.

E	F	B	8	2	0	7
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Code of specialty

## Major Business Administration/Master in Business Administration - Strategic Management in English (two semesters)

academic year beginning from 2022/2023, Winter Semester Admission

№	course code				Course Title	Type - R, E, O	Term	ECTS credits	Number of Classes - total				Weekly load	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
<b>Compulsory courses</b>														
1	R	8	1	9	Strategic Management	R	1	5	150	30	30		2+2	M
2	R	8	1	6	Entrepreneurship	R	1	5	150	30	15		2+1	M
3	R	8	1	8	Strategic Marketing	R	1	5	150	30	30		2+2	M
4	R	8	2	4	Innovation Management in the Organization	R	2	5	150	30	30		2+2	M
5	R	8	0	8	International Business Strategies	R	2	5	150	30	15		2+1	M
6	R	8	1	2	Organizational Theory	R	2	5	150	30	30		2+2	M

### Elective courses

Students must earn a minimum of 15 credits

1	E	8	6	3	Master thesis writing	E	1	3	90	30	15		2+1	E
2	E	8	5	9	Internationalization of SMEs	E	1	4	120	30	15		2+1	E
3	E	8	7	0	NGO management	E	1	3	90	30	15		2+1	E
4	E	8	5	7	Agile management	E	1	3	90	30	15		2+1	E
5	R	8	1	0	Business Process Modeling and Reengineering	E	1	5	150	45	0		3+0	E
6	E	8	6	9	Management of International Financial Transactions	E	1	3	90	30	0		2+0	E

\*форма на оценяване: и-изпит, то-текуща оценка, ки-комбинирано изпитване, прод.- продължава в сл. семестър

7	E	8	5	3	Economic agents' decision making	E	2	4	120	30	15		2+1	E
8	E	8	6	1	Fundamentals of Successful Sales	E	2	3	90	30	15		2+1	E
9	E	8	6	6	Management and development of SMEs	E	2	3	90	30	15		2+1	E
10	E	8	5	8	Ecological management	E	2	4	120	30	15		2+1	E
11	E	8	0	1	Business Planning	E	2	3	90	30	15		2+1	E
12	E	8	7	3	Family Business	E	2	4	120	30	15		2+1	E
13	E	7	1	7	Digital Business Models and Processes	E	2	3	90	30	0		2+0	E

#### Facultative (optional) courses

Credits from the optional courses could not count instead of electives in getting the required minimum ECTS

1	R	8	0	3	Business Information Systems Foundation	F	1	5	150	45	0		3+0	M
3	R	8	1	5	Legal Aspects of Information Technologies	F	1	5	150	45	0		3+0	E
2	E	8	5	1	Analysis and management of customer requirements	F	2	5	150	45	0		3+0	E
4	E	8	6	8	Customer Relationship Management (CRM)	F	2	5	150	45	0		3+0	M

#### Course works

All students develop course projects in the following subjects: Strategic management, Entrepreneurship, Strategic marketing, Innovation Management in the Organization, International Business Strategies and Organization Theory.

#### GRADUATION

Mode of graduation	ECTS - credits	First Exam Session	Second Exam Session
Master's Thesis Defence	15	July	February

The curriculum was adopted at a Faculty council meeting with protocol №11/07.06.2022.

Dean

/Assoc. Prof. Atanas Georgiev, PhD/

\*форма на оценяване: и-изпит, то-текуща оценка, ки-комбинирано изпитване, прод.- продължава в сл. семестър

Sofia University "St. Kliment Ohridski"  
Curriculum Reference Statement

Major: Business Administration/Master in Business Administration - Strategic Management in English (two semesters)

Mode of study - full time, Length of study - 2 semesters, Winter Semester enrollment

Load, ECTS-credits and grades by semester																						
Type of activity	I semester			II semester			III Semester			IV Semester						Total						
	Load (h.)	ECTS credits	number of grades	Load (h.)	ECTS credits	number of grades	Load (h.)	ECTS credits	number of grades	Load (h.)	ECTS credits	number of grades										
Compulsory courses	450	15	3	450	15	3														900	30	6
Min elective courses	450	15	4	0	0	0														450	15	4
Master thesis defence	0	0	0	450	15	1														450	15	1
<b>Total</b>	<b>900</b>	<b>30</b>	<b>7</b>	<b>900</b>	<b>30</b>	<b>4</b>														<b>1800</b>	<b>60</b>	<b>11</b>
of which auditorium	345			165																510		

**Graduation**

Mode of graduation	ECTS - credits	Number of hours preparation	First Exam Session	Second Exam Session
Master's Thesis Defence	15	450	July	February

Professional qualification acquired:  
**Manager Strategic Management**

The curriculum was adopted at a Faculty council meeting with protocol  
№11/07.06.2022.

**Dean**

/Assoc. Prof. Atanas Georgiev, PhD/