



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	1	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): 4 (four)

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 three main groups of people:

- A) Specialists from the industry with non-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) Bachelors in administration and management fields with 180 or 210 ECTS, who would like to continue their education with a master of business administration. According to the Bulgarian legislation, that category of students should obtain 120 ECTS within two years.
- C) 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 have to apply first for recognition of their higher education according to the Law on Higher Education and Sofia University regulations on recognition of higher education obtained in non-Bulgarian universities. The procedure¹ 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.

Admission to the program is from the winter semester. The duration of study is 2 years (for students with background other than economics and business and 3 year bachelors) and includes:

¹ 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

- Foundation module (two semesters/one year) – which includes basic obligatory courses (management, economics, finances, accounting and legal) making up the professional content of the master in Business administration with an emphasis on the strategic management and development. During first year students elect one course which best fits their career plans – statistics, finance and management;
- Specializing and Final module (two semesters/one year) – which 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 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 provides opportunities for specialization and upgrading of knowledge and skills 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.

EFB	8	2	1	7
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Code of specialty

**Major Business Administration/Master in Business Administration - Strategic Management in English
(four 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
Compulsory courses														
1	R	8	1	3	Fundamentals of Management	R	1	8	240	45	30		3+2	M
2	R	8	0	9	Microeconomics	R	1	4	120	30	15		2+1	M
3	R	8	0	6	Macroeconomics	R	1	4	120	30	15		2+1	E
4	R	8	0	7	Marketing	R	1	6	180	30	30		2+2	M
5	R	8	1	4	Foundations of Private Law	R	1	3	90	30	0		2+0	E
6	R	8	0	2	Business Intelligence	R	1	5	150	30	30		2+2	M
7	R	8	2	6	Human Resources Management and Organizational Behavior	R	2	9	270	45	30		3+2	M
8	R	8	2	2	Commercial and Tax Law	R	2	3	90	30	0		2+0	E
9	R	8	2	8	Finance	R	2	3	90	45	0		3+0	E
10	R	8	2	0	Accounting	R	2	5	150	30	30		2+2	M
11	R	8	1	1	Organizational change and development	R	2	6	180	30	30		2+2	M
12	R	8	1	9	Strategic Management	R	3	5	150	30	30		2+2	M
13	R	8	1	6	Entrepreneurship	R	3	5	150	30	15		2+1	M
14	R	8	1	8	Strategic Marketing	R	3	5	150	30	30		2+2	M
15	R	8	2	4	Innovation Management in the Organization	R	4	5	150	30	30		2+2	M

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

16	R	8	0	8	International Business Strategies	R	4	5	150	30	15		2+1	M
17	R	8	1	2	Organizational Theory	R	4	5	150	30	30		2+2	M

Elective courses

Students must earn a minimum of 4 credits from elective courses in the first year and 15 credits in the second year

1	E	8	5	2	Business Statistics	E	2	4	120	30	15		2+1	E
2	E	8	6	2	Money, banks and financial markets	E	2	4	120	30	15		2+1	E
3	E	8	5	6	Introduction to Management of Intellectual Products	E	2	4	120	30	15		2+1	E
4	E	8	6	3	Master thesis writing	E	3	3	90	30	15		2+1	E
5	E	8	5	9	Internationalization of SMEs	E	3	4	120	30	15		2+1	E
6	E	8	7	0	NGO management	E	3	3	90	30	15		2+1	E
7	E	8	5	7	Agile management	E	3	3	90	30	15		2+1	E
8	R	8	1	0	Business Process Modeling and Reengineering	E	3	5	150	45	0		3+0	E
9	E	8	6	9	Management of International Financial Transactions	E	3	3	90	30	0		2+0	E
10	E	8	5	3	Economic agents' decision making	E	4	4	120	30	15		2+1	E
11	E	8	6	1	Fundamentals of Successful Sales	E	4	3	90	30	15		2+1	E
12	E	8	6	6	Management and development of SMEs	E	4	3	90	30	15		2+1	E
13	E	8	5	8	Ecological management	E	4	4	120	30	15		2+1	E
14	E	8	6	7	Business Planning	E	4	3	90	30	15		2+1	E
15	E	8	7	3	Family Business	E	4	4	120	30	15		2+1	E
16	E	7	1	7	Digital Business Models and Processes	E	4	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

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

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

Course works

All students develop course projects in the following subjects: Fundamentals of Management, Microeconomics, Marketing, Business Intelligence, Human Resources Management and Organizational Behavior, Organizational change and development, 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/

Sofia University "St. Kliment Ohridski"
Curriculum Reference Statement

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

Mode of study - full time, Length of study - 4 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	900	30	6	780	26	5	450	15	3	450	15	3								2580	86	17
Min elective courses	0	0	0	120	4	1	450	15	4	0	0	0								570	19	5
Master thesis defence	0	0	0	0	0	0	0	0	0	450	15	1								450	15	1
Total	900	30	6	900	30	6	900	30	7	900	30	4								3600	120	23
of which auditorium	315			315			345			165										1140		

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/