



СОФИЙСКИ УНИВЕРСИТЕТ „СВ. КЛИМЕНТ ОХРИДСКИ” / SOFIA
UNIVERSITY „ST. KLIMENT OHRIDSKI”

СТОПАНСКИ ФАКУЛТЕТ / FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION

УЧЕБЕН ПЛАН / CURRICULUM

Утвърждавам / Approved:

Approved by the Academic Council with protocol

№ /

Професионално направление: 3.7. Администрация и управление / Professional field: 3.7. Administration and management
ОКС „магистър” / Degree „Master”

Специалност / Major:

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СТОПАНСКО УПРАВЛЕНИЕ /

Business administration

Магистърска програма / Master's programme:

БИЗНЕС АДМИНИСТРАЦИЯ – СТРАТЕГИЧЕСКО УПРАВЛЕНИЕ (на английски език)

BUSINESS ADMINISTRATION – STRATEGIC MANAGEMENT

Форма на обучение / Mode of study: редовно / full-time

Продължителност на обучението / Duration (брой семестри / number of semesters): 4 (четири / four)

Професионална квалификация / Professional Qualification:

Магистър по Стопанско управление /Стратегическо управление/

Master of Business administration – Strategic Management

Квалификационна характеристика / Qualification characteristics

Major: Business administration

Master's programme: BUSINESS ADMINISTRATION – STRATEGIC MANAGEMENT

1. Programme aims:

The **goal** of the Master's programme "Business administration – Strategic management" is to prepare highly skilled specialists able to use advanced methods and tools for strategic management that 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 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 non-profit organizations, and to specialize in methods used for the strategic and operational management of human resources.

2. Programme content:

The Master programme in "Business administration – Human resources development" is intended for applicants with a Bachelor degree which is in a field other than the Business administration and/or Economics, or related to these fields degrees.

The duration of study is 2 years and includes:

- Preparatory module – 1 year (two semesters) – covering basic obligatory courses making up the professional content of the Bachelor in Business administration;
- Foundation module (1 semester) – which includes basic obligatory courses making up the professional content of the master in Business administration with an emphasis on the strategic management and development, as well as the writing of a course project for the Master thesis;
- Specializing and Final module (one semester) – which includes electives and optional courses in one of the offered specializations (profiles) and the writing and defense of Master thesis.

Admission requirements include a written test and an interview. The final grade consists of the grade point average of the Bachelor degree, the state examination (defense of a bachelor thesis) and the grades of the admission test and interview.

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 history of management thought and critically evaluate its development and the potential benefits of applying different approaches in specific environments;
- To be familiar with the tools of management;
- 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 formulate goals and strategies, write plans, control;
- To intervene in the socio-cultural layer of the organizationa;
- 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;
- Open to innovations;
- 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 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.