

Sofia University and FEBA:

"St. Kliment Ohridski" University of Sofia is the first school of higher education in Bulgaria founded in 1888. Today the University is the largest and most prestigious educational and scientific center in the country.

Teaching economics goes back to 1892 when the newly opened Department of Law included political economy, finance and statistics in its curriculum.

Nowadays, the Faculty of Economics and Business Administration is part of the European Community. It is reflected in the modernization of its degree programmes and its numerous cooperation agreements with foreign universities. It has become a leading knowledge centre in Bulgaria and the region preparing the economists and business leaders of tomorrow.

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**SOFIA UNIVERSITY
"ST. KLIMENT OHRIDSKI"**



Graduate Program in Business Administration

Master's Degree in

**Business
Administration
Strategic
Management**

2008-2009



**Faculty of Economics and
Business Administration**

The strategic management tomorrow:

Strategic management, both as theory and practice is turbulently evolving to meet changing demands of globalizing knowledge-based economy. At the same time horizons of planning are widening and strategic management involve more people, functions and domains compared to 20 or 30 years ago. Foresight and social network analysis are just a few examples of enriched strategic management tools. Further, ICT enabled business process modeling and reengineering bridged the gap between top-level strategists, mid-level managers and line-workers in implementing strategies.

Why study in the BASM master's program?

The main objectives of the Master's program in Strategic Management are to:

- Provide dynamic and transforming academic background, that would shape the strategic management domain of tomorrow;
- Contribute to existing social capital of students through the academic, private sector and civil society networks of the faculty and entrepreneurial alumni association;
- Inspire young professionals to make a difference being social innovators.

BASM course of study:

The academic year starts in November 2008.

The course of study is organized as follows:

- Students, already holding a Bachelor's degree in economics or Business Administration are enrolled in 3 semester academic program. The first semester include fundamental disciplines such as Strategic Management, Marketing, Entrepreneurship and Organizational Theory. Second semester provides opportunities to specialize in five areas as Strategic development, Human capital development, Marketing, Project management and International business. The third semester is dedicated to the preparation of a master's thesis.
- Students, not holding a Bachelor's degree in economics or Business Administration are enrolled in 5 semester academic program, including two semesters of basic economic, business administration, mathematical and statistical courses.
- All students are provided with internships at leading public institutions, private businesses and think-tanks.