



Hristo Zahariev  
MA Graduate, Bulgaria

"Studying for my master's in MA in Marketing, Advertising and PR was one of the best decisions I have ever made. Not long after the commencement of my studies, I realized that the benefits I would receive in return were far greater than those in any other possible place. To be more specific, I don't just mean the Sheffield degree but also the opportunity to meet and interact with many knowledgeable lecturers, and energetic and ambitious young people from various countries".



Nikola Dimitrov  
BSc & MSc Graduate, Bulgaria

"For my Bachelor's studies I chose a University of Sheffield programme in order to receive a degree from one of the world's top universities. After successfully finishing my Bachelor's I decided to seek specialized knowledge and continued with a Sheffield Master's programme. At the same time I found a job in an IT company, so everyday I had the chance to put theory into practice. Being both a BSc and MSc Sheffield graduate, I may say that I would strongly recommend the University of Sheffield programmes".

## Highlights

### University of the Year

The University of Sheffield has been named UK University of the Year in the 2011 Times Higher Education Awards.

### A University of Sheffield Degree

Degrees are awarded directly from the University of Sheffield, one of the leading Universities in Europe and the world.

### A Strong Alumni Network

Graduates will join the global alumni network of the University of Sheffield. A strong network of people linked to the University, and to each other, is continually developing all around the world.

For further details visit our website or contact us.

### A Student - Centred Education

Small size classes, interactive learning environment, e-libraries, and supportive academic environment.

### International Academic Staff

Our international academic staff has extensive teaching and professional experience and carry out substantial research work.

### Career Services

Students and graduates receive extensive career advice, while the Industrial and Career Liaison office organize annual career fairs, and individual interviews assisting graduates with their job search.

### A Campus in Sofia

VUZF, as a partner institution offers impressive and easily accessible facilities, allowing students to receive a highly valued British education and degree, in their own country.

### Unique Delivery Mode

One weekend per month for a total duration of two years.

### Double Degree

Graduates from the University of Sheffield Master's programmes delivered in Sofia will receive two degrees: one from the University of Sheffield and one from VUZF University.



The University of Sheffield International Faculty, CITY College

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www.vuzf.bg



The University Of Sheffield.

MA in Marketing, Advertising & Public Relations

MSc in Banking & Finance

MSc in Business Management & Technology



# Postgraduate Programmes

The University of Sheffield  
Now in Sofia

DREAM BIGGER DREAMS



## A real investment in your future! The University of Sheffield Master's programmes in Sofia

The University of Sheffield International Faculty, CITY College, pursuing its goal to offer quality British higher education to the SE European students with VUZF University as a partner institute, offers three postgraduate programmes in Sofia: the MA in Marketing, Advertising & Public Relations, the MSc in Banking & Finance and the MSc in Business Management & Technology. It is the first time that a British University of the calibre of the University of

Sheffield has offered to university graduates and professionals in Bulgaria the opportunity to pursue postgraduate studies locally without leaving their job or country. The programmes are delivered in a flexible mode (one weekend per month).

The International Faculty is responsible for the academic delivery of the programmes. Students will complete their studies in Sofia and receive their degree from the University of Sheffield.

## The University of Sheffield



\*5 Nobel prize winners

\*Among the best Universities in the world

(QS rankings)

The University of Sheffield is one of the oldest British Universities. It is a leading research university, located in Sheffield in South Yorkshire, England. Ranked within the World's top 100 Universities and constantly ranked amongst the top 20 universities in Britain, it belongs to the 1% of the best universities in the world.

Today, with nearly 24,000 students from 124 countries, and almost 6000 staff, the University of Sheffield is a popular choice for university applicants.

CITY College is the International Faculty of the British University, the only one located overseas and it is an integral part of the University.

Bridging the UK with the South East and Eastern European Region, City College gives the unique opportunity to students to study for a top class British degree of the University of Sheffield in their region.

The University of Sheffield International Faculty, CITY College in Thessaloniki offers a range of undergraduate (Bachelors'), postgraduate (Masters'), Executive MBA and Research degree (PhD) programmes leading to a University of Sheffield degree.

Accredited / Recognised by



**VUZF University** specializes in the areas of finance, insurance, social insurance, management and marketing. It is an accredited University offering both Bachelor's and Master's degree programmes in Sofia.

VUZF's mission is to prepare highly qualified specialists in economics and to develop economic science in accordance to the needs of the contemporary practice.

### MA in Marketing, Advertising & Public Relations

- Explore the latest marketing theory in today's changing business environment
- Develop a comprehensive understanding of the integration of marketing, advertising and public relations inside into organizations
- Develop the knowledge and skills required for pursuing or advancing a career in marketing, advertising, and public relations

#### PROGRAMME OF STUDIES

- Strategic Marketing
- Advertising & Sales Promotion Management
- E-Business & Internet Marketing
- Public Relations Strategies
- Research Methods for Business
- Innovation and New Product Development
- Festivals & Events Management
- Strategic Brand Management
- Dissertation

*This programme may be subject to minor changes*

#### DEGREE TITLE:

The title of Master of Arts in Marketing, Advertising & Public Relations is awarded directly by the University of Sheffield

#### CAREER OPPORTUNITIES

Marketing Management, Brand Management, Product Development, Media Buying, Copywriting, Media Relations, Public Relations Management, Market Research, Retailing, Sales.

### MSc in Banking & Finance

- Explore the various factors that have reshaped today's financial system
- Develop an expertise in the usage of modern and highly sophisticated financial instruments
- Acquire the necessary knowledge and practical skills for a successful career in the financial services industry.

#### PROGRAMME OF STUDIES

- The Banking and Financial System
- Investments and Security Analysis
- Econometrics for Finance
- Financial Reporting and Analysis
- Research Methods for Finance
- Commercial and Investment Banking
- Corporate Finance
- Financial Derivatives and Risk Management
- Dissertation

*This programme may be subject to minor changes.*

#### DEGREE TITLE

The title Master of Science in Banking and Finance is awarded directly by the University of Sheffield.

#### CAREER OPPORTUNITIES

Corporate Finance, Financial Planning, Investment Banking, Money Management, Private Banking, Retail Banking, Business Consulting, Investment Consulting.

### MSc in Business Management and Technology

- Experience an innovative, multidisciplinary and rigorous curriculum in business management and innovation
- Develop knowledge and skills to tackle management challenges and seize business opportunities
- Become an innovative business leader in today's technology-driven and global competitive marketplace

#### PROGRAMME OF STUDIES:

##### Bridging Units:

Fundamentals of Business and ICT

- Entrepreneurship and Innovation
- Strategic Management in Modern Business
- Innovation Management and New Product Development
- Managing Knowledge-Driven ICT Projects
- Research Methods
- Managing Strategic Change
- ICT for Strategic Management
- Internetworked Business Enterprises
- Dissertation

*This programme may be subject to minor changes.*

#### DEGREE TITLE:

The title of Master of Science in Business Management and Technology is awarded directly by the University of Sheffield

#### CAREER OPPORTUNITIES:

Graduates can pursue management careers in a wide variety of industry sectors such as consultancy, services, technology-based firms, telecommunications, education, manufacturing, academia and governmental organisations or start their own company.



**Who can apply:** University graduates who meet the English language requirements

**Language of instruction:** English **Location of studies:** Sofia **Total duration:** 2 years (1 weekend per month)

**Double degree:** Graduates from the University of Sheffield Master's programmes delivered in Sofia will receive two degrees: one from the University of Sheffield and one from VUZF University.