

**REPORT**

**ON**

**INTERNATIONAL EXPERIENCE PROGRAMME-  
2019**

**INITIATED BY**

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**AT**

**VARNA UNIVERSITY OF MANAGEMENT**

**DOBRICH CAMPUS**

**BULGARIA**

**(2<sup>nd</sup> Batch)**

**25<sup>TH</sup> MAY-2<sup>ND</sup> JULY**

**WEEK 1**

**25<sup>TH</sup> MAY – 2<sup>ND</sup> JUNE**

## Introduction

### Gujarat Technological University



**Gujarat Technical University**

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Gujarat Technological University is a premier academic and research institution which has driven new ways of thinking since its 2007 founding, established by the Government of Gujarat vide Gujarat Act No. 20 of 2007. Today, GTU is an intellectual destination that draws inspired scholars to its campus, keeping GTU at the nexus of ideas that challenge and change the world. GTU is a State University with 486 affiliated colleges in its fold operating across the state of Gujarat through its FIVE zones at Ahmedabad, Gandhinagar, Vallabh Vidyanagar, Rajkot and Surat. The University caters to the fields of Engineering, Architecture, Management, Pharmacy and Computer Science. The University has about 4,00,000 students enrolled in a large number of Diploma, Under Graduate, Post Graduate programs along with the robust Doctoral program. There are 64 Management institutes under GTU with a strength of around 14,342 students.

### International Experience Programme (IEP)

Center for Global Business Studies (CGBS) has been established to promote Internationalization efforts of the University i.e. hosting foreign delegations, organizing International Conferences, mentoring foreign students who are studying at GTU, promoting research and study of international trade among management students under GCSR (Global Country Study Report) program. GTU is having the largest International Experience Program. International Experience Program is an important component of GTU's international program consisting of Joint research and exchange of students and faculty members. GTU has signed the MOU with renowned universities of Canada, Germany, USA, Russia, Bulgaria, Poland, New Zealand, China, UK, Taiwan, Bhutan, South Africa, Netherlands, Slovenia,. GTU arranges the International Experience Program (IEP) for its students for several countries since 2011 where the students visit universities, which are GTU's foreign partners, in the semester gap and study two (Pre decided) subjects of their respective courses. GTU is sending students to Canada, USA, Russia, Bulgaria and Germany under this program in the month of June and July every year since 2011. More than 1100 students from various branches of Management, Engineering and Pharmacy have participated in International Experience Program (IEP) till date from 2011. This year Under IEP programme 27 students of MBA has participated and they have been sent to Varna University of Management, Dobrich Campus with the mentor Dr. Trupti Almoula.

#### Mentor:

**Name: Dr. Trupti S. Almoula** (Dean – Faculty of Management Studies – GTU)

B.E.(Civil), MBA(Marketing)

PG Diploma in HRD

PhD in Management

## Varna University of Management (VUM)



Varna University of Management (VUM – former International University College – Albena) is an international business school located in Bulgaria, Europe. Students from over 40 countries receive excellent education in Business and Marketing, IT, Computer Sciences, Tourism and Hospitality Management and Gastronomy and Culinary Arts.

With diverse student body and students from over 40 countries, Varna University of Management ranks 1st according to the International Orientation Criterion among business schools in Central and Eastern Europe by U-Multi-rank. VUM have 3 centres in Bulgaria at Sophia, Varna and Dobrich.

Academic Partners-160

Rate of Employment-92%

Countries Represented on Campus-43

Percentage of International Students—27%

## Dobrich



Dobrich (Bulgarian: Добрич; Romanian: Bazargic) is the eighth most populated city in Bulgaria, the administrative centre of Dobrich Province and the capital of the region of Southern Dobrudzha. In January 2012, Dobrich was inhabited by 90,375 people within the city limits. The city is named after the Bulgarian medieval lord of the surrounding region - Dobrotitsa. Agriculture is the most developed branch of the economy.

## **VUM Campus, Dobrich**



The VUM campus is located in the very center of the city, which means that our students are one step away from art, history, various activities and entertainment in Dobrich. The beach is only 30 minutes away. VUM is located near the largest Black Sea bay, formed between the cape Kaliakra and the cape Galata. The Black Sea resorts of Albena, Golden Sands and St. St. Constantine and Elena, the tourist villages of the Riviera, Sunny Day and the Rusalka, as well as the tourist towns of Balchik and Kavarna are located in this area.

### **The Journey**

The journey started with all of us meeting at the Mumbai Chhatrapati Shivaji International Airport at 0200 hours on 25<sup>th</sup> Morning. 27 Students from 9 colleges under GTU, mentored by Dr. Trupti Almoula (Dean- Narmada College, Bharuch) started off our journey to Varna in Turkish Airlines. The flight took off at 0630 hours (Indian Standard Time) and after a flying of 6.5 hours landed at New Istanbul Airport at 1030 hours (Istanbul Standard Time). Meal was provided on the flight along with tea, coffee and juice. The new Istanbul Airport is the Europe's largest airport and it didn't fail to amaze us. As we had a layover of 10 hours we could truly roam around the terminal and admire its grandness. We were provided with two meals at the airport by the Turkish Airlines as the layover was long. We took off from Istanbul Airport at 2030 hours (Istanbul Standard Time) and with a flight of 1.5 hours landed at Varna Airport at 2200 hours (Bulgarian Standard Time). Meal was provided in the flight. After completing the Visa check and collecting luggage we were out from the airport by 2330 hours. Mr Yaroslav (International Mobility Coordinator – VUM) was there to receive us. The further journey from Varna Airport to our accommodation in Dobrich which was around 50 kms was covered by Bus in 1 hour. On reaching the accommodation, we were greeted by Ms Desislava (Dormitory Administrator - VUM) and some of the Erasmus (International) students who helped us with our luggage. She allocated us the rooms and briefed us on the facilities at hostel. Dinner was already kept in the fridge of our respective flats. After dinner we had a great sleep. Sunday was kept as the rest day. We were taken to the university campus by the Erasmus students where we had breakfast. The lunch and dinner were also served at the same place i.e. Restaurant Albena.

## **Accommodation**

Our accommodations were in Varna University hostels. Accommodations were done in the group of 4 to 6 people. We were allowed to select our own roommates. There were 3 rooms per flat with a restroom, kitchen and balcony. Each room had the occupancy of 2 persons.

All flats had the basic amenities like study table, fridge, gas stove, necessary utensils such that we can also prepare our own food items and Wi-Fi connection.

The accommodation was in proximity to our university and local markets (distance 800 mts.) Flats were cleaned thrice a week. Towels and hand napkins were provided and changed on weekly basis. Laundry services were also provided at the cost of 6 Leva per 5kg of clothes.



## **Canteen Facility**

We have a very healthy start to our mornings every day with milk, cornflakes, bread, butter, cheese, coffee and tea. Fruits, salads, juices are a part of all three meals every day.

In lunch and dinner, we were served with variety of food including Pastas, French fries, roasted vegetables, butter milk and vegetable rice. Sometimes we had special meals of Indian cuisines like kidney beans, chickpeas, lady's finger, and potatoes. For non-vegetarians lovers, they prepared delicious chicken and egg items.



We had our meals at three different places i.e. Restaurant “Albena”, Restaurant “E – club”, Restaurant “Summer Theatre” which also become a reason for us to explore the city. The timings for Breakfast, Lunch and Dinner are as follows –

- 1) Breakfast – 0830 hours to 0930 hours
- 2) Lunch – 1230 hours to 1315 hours
- 3) Dinner – 1830 hours to 1930 hours

As the dinner time was earlier than our normal Indian time, students had brought ready mix food packets which they used to prepare at night as and when they wanted. Gas and stove facility were provided in each apartment. Basic utensils and spices (Salt, Turmeric, Chillies etc) were carried by the students and items like milk, fruits, and vegetables were bought by students from the nearby “Billa” store.

### **Induction Day-Monday**

On 27<sup>th</sup> may, Monday we had our breakfast at Albena restaurant (canteen-VUM) at 0730 hours. After having breakfast we were taken to Dobrich city tour by two Erasmus (International) students Ms. Berfin (Turkey Erasmus Student) and Mr. Eddie (Lebanon Erasmus Student) of VUM. They show us the Dobrich’s park, Old Dobrich and they also made us acquaintance to the basic amenities stores. After the city tour we came back to University campus at 1230 hours and had our lunch at the Albena Restaurant (canteen-VUM). After having lunch we went to our class room, where Mrs. Rosita Koleva introduced us to the academic curriculum and university as well as dormitory rules and regulations and provided with us the important contacts. The induction presentation lasted one hour. After the induction presentation we had free time to roam around the campus and take rest. Dinner was served to us at 1830 hours at Albena Restaurant. After having good meal we had free time to roam around the place and we returned to our dormitory by 2200 hours.

### **Regular Classes Days-Tuesday, Wednesday and Thursday**

On Tuesday, after having breakfast we went to our allotted classroom where Dr. Violina Ratcheva introduced us to our first subject Strategic Management. Madam introduced us to the course curriculum, teaching pattern, CEC presentation pattern and the exam schedules. She gave us detailed knowledge about the basics of Strategic Management. The classes were of 4 hours daily with two 15 mins break and one lunch break of 45 mins from 1230 hours to 1315 hours. She taught us every topic with the help of examples and case studies. On Wednesday and Thursday we followed the same schedules. Every Class started with discussion on the Case Study, which was very interactive between students and madam. Dr. Trupti Almoula was also there with us in every class.

## Mid Semester Examination-Friday



On Friday, after having breakfast we appear for our mid semester examination for the subject strategic management. The exam was of 30 points. It consisted of 5 questions out of which students had to attend any 3 question. The duration of exam was 2 hours from 1000 hours to 1200 hours. The questions were very practical in nature and the thinking capabilities of students were tested. Lunch was followed after the examination. After lunch we had the lecture sessions for strategic management where we discussed the question paper followed by regular lecture. The lecture got over by 1445 hours. After the lecture our mentor distributed the 27 students into 7 groups and assigned duties to each group. The 7 groups were created to look after activities such as -

- a) Sports & Yoga
- b) Food management
- c) Excursion
- d) Industry visits
- e) Cultural celebration
- f) Weekly report
- g) Free time.

The groups were formed with the idea to increasing the integration amongst members, dividing the responsibilities and enhancing the management skills of the students. Each group consisted of 4 to 5 members.

## **Weekends**

Saturday was kept as the rest day. All the 27 students and Dr. Trupti Almoula had a meeting at Restaurant Summer Theatre after Dinner where we discussed on the happenings of the week and the plan for the next weeks. Also after the meeting students had amazing time there clicking photographs and dancing to the tunes of Garba and Bollywood songs.

On Sunday morning after breakfast all the students along with mentor Dr. Trupti Almoula, Mr Yaroslav and Mrs Rosita left for Albena Beach. The journey was covered in one hour by Bus. Students had an amazing time at the beach. They played many games and enjoyed the adventurous rides at the beach. Food packets were provided by the University for lunch. Students also enjoyed Pizza and other delicious dishes served at the restaurants on the beach. We left for Dobrich at 1700 hours. After reaching Dobrich we had dinner at Restaurant Summer Theatre and everyone went to their rooms for taking rest. After such amazing weekend everyone is geared up for the next week.



**WEEK 2**

**3<sup>RD</sup> JUNE – 9<sup>TH</sup> JUNE**

## **Regular Classes Days – Monday and Tuesday**

Our week started with resuming of the lectures by Ms. Violina Ratcheva on Strategic Management. She gave us much meaningful insight on the subject along with examples of companies from all around the world. Students had a great time acquiring knowledge about the same. Students attended the lectures with great interest and in the evening we prepared for the final exam on Wednesday.

## **End Semester Examination – Wednesday**

On Wednesday, after having breakfast we appeared for our final exam for the subject of Strategic Management. This exam was of 70 points. It consisted of 5 question out of which students had to answer any 2 questions. The duration of exam was 2 hours from 1000 hours to 1200 hours. The questions were very open ended and gave students the chance to show their thinking capabilities. Each question was to be supported by examples. Lunch was followed by the exam. After lunch we had a short interaction with Ms. Violina Ratcheva in which she explained the students on how to go about the written group report and presentation. After the interaction students had free time in which many went to explore the city and others took rest. Also the dates for our Cultural Event was fixed which came out to be 13<sup>th</sup> of June. Students started planning for the event.



## **Industrial Visits – Thursday and Friday**

Thursday and Friday were planned for industrial visits to 2 different companies –

- a) Albena Jsc. – 6<sup>th</sup> June
- b) Savimex – 7<sup>th</sup> June

### **Albena Jsc – Hospitality and Entertainment Industry**

Albena AD is the largest hotel company in Bulgaria. The company owns three resorts on the Bulgarian Black Sea coast - resort. Albena, the holiday village of Primorsko and the holiday village White Lagoon. It manages many subsidiaries in industries which supports the main business like - transport, medicine and balneology, tour operator activity, agriculture, construction. Our trip to Albena started at 1000 hours.

Some facts about Albena –

- Albena is an integrated brand, incorporating hotel facilities, auxiliary services, agriculture, renewable energy, etc. with strong synergy effects and focus on sustainable growth.
- 3 sea side resorts, 40 hotels, 7,500 rooms, 19,000 beds.
- 235,000 guests and 1,650,000 overnights in summer season.
- 33 hotels in Albena resort, located on 140 ha of picturesque scenery with 3.2 km of finest sand beach.
- More than 100 restaurants and bars.
- Multiple, modern conference facilities – 18 halls with a combined capacity of 4,400 people.
- One of the largest sports centers – 7 football stadiums and training fields, 19 outdoor & 3 indoor tennis courts, a hockey field, 25 pools, horse riding centre, etc.
- The biggest and most sophisticated medical, SPA & Wellness centre in Bulgaria.
- Diversified group of subsidiaries, supporting the main business.

We roamed around the premises along with the marketing manager – Ms. Koleva. She provided us information on how the company is centrally operated and how the functions take place in the industry. The privately run beach was the competitive advantage of them. Also the beach had won 6 awards for being the best beach of Bulgaria. After understanding the industry, its functions and various activities and techniques we had a question answer session in which Ms. Koleva answered the questions of the students. After this we departed back to our Dormitory by 1400 hours. We had lunch at the university and after that students had free time to prepare

for the cultural event and roam around.



### **Savimex – FMCG Industry**

The company is engaged in wholesale, import-export and maintenance of grocery stores. It was established in 1991. It is a sole proprietorship company founded by Mr. Ivelin Savov. We began our trip for the industry around 1000 hours.

Some details about Savimex –

- ❖ The Golden Dobrudzha brand offers sallets, crackers, different types of toast, healthy bread and pasta.
- ❖ Created mainly for the export market under the trademarks "Savi Styx" are produce sallets, wafers and pretzels, crackers and biscuits.
- ❖ The well-known and well-established pasta products with the Golden Class brand are also produced.
- ❖ The factory breads of the company are branded with the brands Viva Terra and Mizia.
- ❖ The latest brand in the assortment of Savimex Ltd. is the Fines range of healthy breads.
- ❖ In addition to Bulgaria, Savimex Ltd. aims to distribute and develop more and more production in the foreign markets.
- ❖ At present, the company exports goods to countries such as –
  - a) Romania
  - b) Greece
  - c) Spain
  - d) Netherlands
  - e) Kazakhstan
  - f) Cyprus
  - g) Palestine
  - h) Czech Republic

- i) Slovakia
- j) Germany and many others.

- ❖ The company has about 350 skilled workers who serve not only production facilities but also logistics centers throughout Bulgaria.
- ❖ They operate successfully in the cities of Sofia, Plovdiv, Burgas, Shumen, Pleven, Silistra, Veliko Tarnovo, Sliven, Stara Zagora and Rousse in order to satisfy the requirements of the contractors they work with and to maintain the highest level of service and quality production.
- ❖ Savimex OOD has implemented ISO 22000: 2006 , ISO 9001: 2008 and FSSC 22000: 2011 quality control systems and has a certificate for TRADE AND PROCESSING WITH BIO PRODUCTS and HALAL products.
- ❖ Savimex Ltd. policy is focusing on the qualification of its personnel, investing in new technologies and equipment, strict monitoring and constant improvement of the quality of production.
- ❖ Savimex Ltd is a desirable partner of organizations such as Metro, Kaufland, Billa, CBA, Hit, Piccadilly, Carrefour, Fantastico and many other local chains in the country.

After roaming around the company site and seeing the processes as explained by the manager of the company there we started our return journey to the dormitory around 1300 hours. The manager delighted the students by giving them the freshly prepared food packets of wafers produced there.



### **Excursion to Romania – Saturday and Sunday**

On Saturday morning we left at 0500 hours for Bucharest, Romania. It was a 3 hours bus trip which didn't seem long because of the countryside beauty , playing and chit chatting with our new made friends all the way long to our final destination. As soon as we reached Bucharest the roads we saw numerous monuments, farms, streets, hills, malls and all some cafes. The first stop of ours was the parliament Square of Romania, It is 2<sup>nd</sup> largest building in the world.

Before exploring the city we had our lunch at the La Bibiliotheque where we enjoyed vegan food. And then we are taken to visit the home of Nicolae Ceausescu. He was the last president of Romania in Soviet Union era. We saw the life style of him there and also how luxurious and sophisticated his way of living was. After that our tour guide took us on a walking city tour to old Bucharest where we saw the oldest church of Bucharest, various café to hangout, The Central Bank of Romania and also amazing corners and flowery exteriors to click good photos with our friends. At mid evening we were allowed to shop nearby and at the end of the day almost everyone enjoyed Starbucks coffee. At 1900 hours we checked into the hotel IBIS Styles. There, rich and delicious food was served by the hotel to us. Then we all went to allocated rooms to take rest from long journey.



On the next day, we had mouthwatering healthy breakfast and then left for exploring Constanta. We left at 0900 hours in morning and went for seeing the National Architecture Museum of Romania and also various other streets of Constanta. We had our lunch at Rumen café where they offered us pizza with drinks. Then our tour guide took us for exploring the entire Constanta city with the Bird view of Black sea on left side and White lake on the right side. We were astonished to see how the entire beach, the city, the lake everything was so organized and seemed to be picture perfect. It was total 10 minutes ropeway tour, then we went to the Mamaia Beach we were set free to have a beach walk and spend our time with our friends. Then we returned back to Dobrich by 1900 hours. Overall it was an amazing end to the day taking back all the memories in our hearts and smiles on our faces.



**WEEK 3**

**10<sup>th</sup> JUNE – 16<sup>th</sup> JUNE**

## **Strategic Management Report Preparation and Presentation - Monday & Tuesday**

Monday was spent on preparation of report of Strategic Management subject, which was to be presented on Tuesday. The Presentation started at 1000 hours and lasted till 1330 hours. The presentation was taken by Ms. Violina Ratcheva and Dr. Trupti Almoula. There were 7 groups among 27 students. The topic of the presentation was “Evaluation of Strategic Position of Chosen Organization”. Different groups selected different companies to showcase the strategic position of their organization. Student learnt how the organisation apply various strategies to compete in this competitive market. After the completion of the presentation the remaining day was spent on practicing for the cultural event.

## **Industrial Visit- Esseterre-Wednesday**

The day was planned for the industrial visit to ESSETERE BULGARIA LLC. Esseterre is the largest distillery in Bulgaria, with farming and distillation operations headquartered in Dobrich, 50 kilometres north of Varna in the heart of lavender production.

Some details about Esseterre are as follows –

- Esseterre currently operates 37 different distillation units for the variety of the product.
- Through the dōTERRA Co-Impact Sourcing approach, Esseterre is currently working with over 100 Lavender and Melissa farmers.
- Annually Esseterre produces on-site more than 50,000 kilogrammes of Lavender oil and 1000 kiograms Melissa oil. Esseterre has become a world leader in resin distillation quality and oil yield.
- Esseterre is a growing company and at present directly employs more than 90 full-time staff, including engineers, accountants, logistics managers and technical experts. Esseterre is a major essential oil producer for dōTERRA, including the production of Lavender, Melissa, Yarrow and Summer Savory.



At the end the management of the company answered the questions of students which was helpful for them to prepare their SIP reports. After returning from the industrial visit the remaining day was spent on practicing for the cultural event which was to be held on 13<sup>th</sup> June (Thursday).

## **Cultural event – Thursday**

The programme was organised by the teams from Gujarat Technological University and Gujarat Forensic Sciences University, Ahmedabad in association with VUM.

The name of cultural program was “SANSKRITI” through which we aimed to display the culture of our country through various performance. This programme was organised on 13th June 2019 (Thursday). The event started at 1700 hours. A personalised invitation was given to all members of the staff of Varna University of Management. Most exciting thing was to have the participation of the students and staff of VUM as well, who presented 04 performances – 02 solo songs and 02 group dances.

The program began with the brief speech on Indian Culture and a welcome address by Dr. Trupti Almoula and Dr. Haresh Barot – Mentors of GTU and GFSU respectively.

The performances were presented thereafter in the following sequence: -

1. Rajasthani dance – by students of GTU
2. Group Dance – Incredible India : by students of GFSU
3. Garba Dance : By students of GTU
4. Solo Songs – two numbers were performed by two young students and the two Group dances were performed by the staff of Varna University of Management . They were joined by the citizens of Dobrich.
5. Group song : By GFSU students.
6. MIME : Presented by GTU Students.
7. Group song: By GTU students
8. Flash mob : By students of GTU
9. Garba : performed by students of GTU

At the end National Anthem was played of both the countries and audience showed respect by standing for it.

## **Communication Lecture – Friday**

The day started very well as all students were very happy with the performance of previous day at the cultural fest ‘Sanskriti’. It was such a nice experience to have upon. Students had their breakfast at Albena restaurant, which was followed by a special guest lecture. It was arranged on the topic international communication. It was conducted by the Miss Neda who is a faculty at Varna campus. She visited Dobrich campus to give us knowledge about Communication challenges in multicultural environment which includes language, gestures and postures which may sound differently in various countries, fun part was that it was so enthusiastic that every student participated in various group and individual activities given by the professor.

We had a great interactive session of discussion on various languages pronunciations and how to learn the hand gestures otherwise people may interpret us in a wrong way. Those two hours of lecture taught us lifelong lessons o basics on communication. Every business requires a proper understanding and the critical thinking to work out with their meanings and implementing it in a right way. After noon time was free for the students to explore nearby gardens and shopping malls.



### **Visit to Balchik - Saturday**

On 15<sup>th</sup> June, Saturday we had our excursion to Balchik. Balchik is a Black Sea coastal town and seaside resort in the Southern Dobruja area of north-eastern Bulgaria. It is located in Dobrich Province and is 42 km northeast of Varna. The town sprawls scenically along hilly terraces descending from the Dobruja plateau to the sea.

We left at 0900 hours after taking breakfast at university. It took us 2 hours to reach there. We were given 1 hour to shop in the streets of Balchik. The street market of Balchik was amazing. There were handmade stuff like key-chains and crockery in the market. Students really enjoyed the shopping there. After that we visited botanical garden and Quiet nest palace. Marie of Romania, the wife of Ferdinand I of Romania, visited Balchik in 1921 and liked the location of the summer residence, ordering the vineyards, gardens and water mills of local citizens to be bought so a palace could be constructed at their place. Balkan and Ottoman Turkish motifs were used in the construction of the palace that was carried out by Italian architects Augustino and Americo, while a florist was hired from Switzerland to arrange the park. The main building's extravagant minaret coexists with a Christian chapel, perfectly illustrating the queen's Bahá'í beliefs.

After that we left for Kaliakra. Kaliakra is a long and narrow headland in the Southern Dobruja region of the northern Bulgarian Black Sea Coast, 12 kilometres (7 mi) east of Kavarna, 60 kilometres (37 mi) northeast of Varna and 65 kilometres (40 mi) southwest of Mangalia. The coast is steep with vertical cliffs reaching 70 metres (230 ft) down to the sea. Kaliakra is a nature reserve, where dolphins and cormorants can be observed. It sits on the Via Pontica, a major bird migration route from Africa into Eastern and Northern Europe. Many rare and migrant birds can be seen here in spring and autumn and, like much of this coastline, is home to several rare breeding birds (e.g. pied wheatear and a local race of European shag). The rest of the reserve also has unusual breeding birds; saker falcon, lesser grey shrike and a host of others.

It also features the remnants of the fortified walls, water-main, baths and residence of Despot Dobrotitsa in the short-lived principality of Karvuna's medieval capital. The Bolata

Cove with a small sheltered beach lies just north at the mouth of a picturesque canyon, also part of the nature reserve.

Then we returned to dormitory by 1900 hours.



### **Varna Grand Mall and Varna Beach - Sunday**

On 16<sup>th</sup> morning we had our breakfast at the university in the Albena restaurant. We left at 1000 hours in the bus for Varna where the students of both GTU and GFSU were given option either to visit the Varna Grand Mall or Varna Beach.

Talking about the Varna Grand Mall, it was a wonderful experience as we had an amazing shopping experience of all the brands from the drugstore to high end global ones. We were given time to shop for our friends and family. Starting from chocolates, clothes, shoes and bags everything was available under one roof. It was an overall an amazing shopping experience, afterwards the food zone at the mall was cherry on the cake as all the students enjoyed the various cuisines available for vegetarian as well as non-vegetarian.

And some of the students headed towards the Varna beach. On the way to the beach students saw various streets and other shops to eat as well. The view of the beach was so breath taking and the waves took the stress with them in to the deep sea and we felt very light and happy.

We all reached back to dormitory by 2000 hours and had our dinner. After dinner we all went to sleep. The amazing weekend charged us up for the next week.

WEEK 4

17<sup>TH</sup> JUNE – 23<sup>RD</sup> JUNE

## Regular Classes Days-Monday to Wednesday.

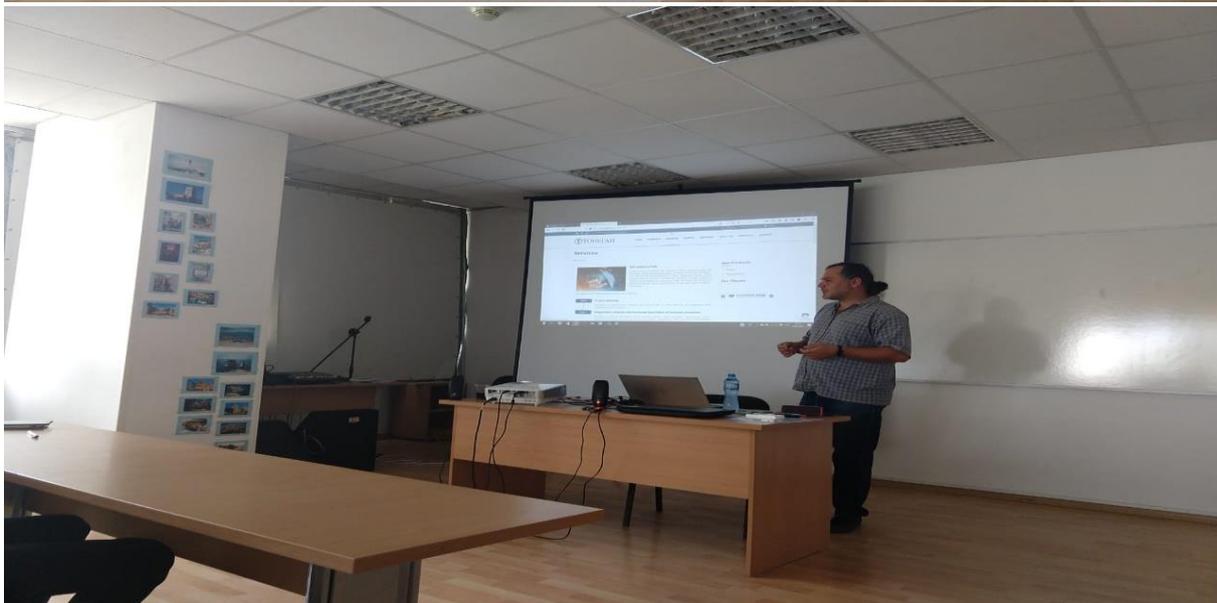
On Monday we Started our 2<sup>nd</sup> subject classes that is of Enterprise Resource Planning, Which was taken by Dr. Todor Yalamov. The Classes started from 1000 hours till 1600 hours. He gave a clear understanding of Business process model in Aris software. He gave us brief knowledge about sugar CRM. He also taught us some interesting things like how to make a chat bot and how to develop basic android applications. We have done different activities in class regarding the each and every topic he taught us. He has given us the detail understanding about how the business firm can apply ERP software and how it can helpful to the business firms in recent times.



## Guest Lecture-Wednesday

The day started with a very enthusiastic morning students were had a nice breakfast at Albena Restaurant. All were enjoying up the studies out here as it covers all the theoretical as well practical aspects in real life problem solving situation.

Enterprise resource planning is a subject where we learn about the ERP system how it can increase up the efficiency the companies' critical handling capacity. Professor Mr.Yalamov Todor arranged guest lecture for us it was based on the Albena Resort's ERP System. where he taught how their ERP system works. They mainly focuses on the various aspects Module based, Simultaneous work in several, Access control, Report Generator, Custom / Tailored Solutions, Mobile Software and smartphone APPs. They used it very efficiently to manage their customers and to provide best services to customers in Europe, mainly they focussing on renewable energy, eco-friendly environment for future years, so wether its small or big industries ERP system implementation brings the drastic changes in the sales and profits ratio. So it was so fruitful lecture to understand the futuristic advantages of ERP can brings to the companies or business.



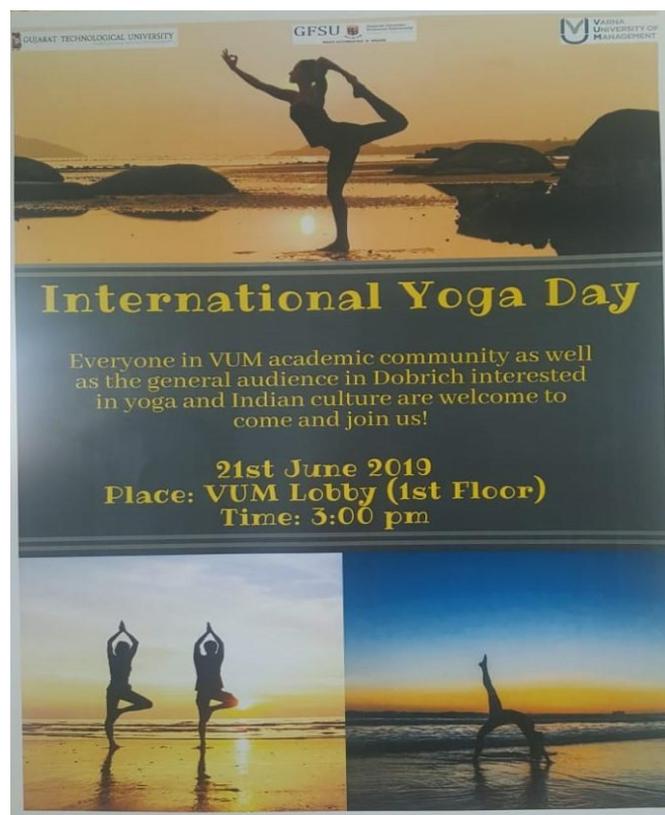
### **REGULAR CLASSES- FRIDAY**

The regular classes started with solving a case study on Indian MSME and gave us insight of what are the key critical success factors that affect Indian MSME . after discussing the case study he introduced us how to make an android application i.e pen,paper and scissor game. Student enjoyed this activity it was different for every one of us as and it gave us a different learning with this he ended up this lecture.

### **INTERNATIONAL YOGA DAY CELEBRATION-21<sup>st</sup> JUNE 2019**

The students of Gujarat Technological University (GTU) were planned to celebrate International YOGA day on 21<sup>st</sup> June, 2019 at Varna University of Management (VUM), Dobrich campus. This will be done with the intention of popularising the need to perform YOGA by students and Mentor of GTU, Students and Mentor of GFSU, students and staff of VUM, citizens of DOBRICH and all global citizens, as a daily practice in the interest of maintaining personal health.

With the intention of attracting as many from VUM and Dobrich to be part of this celebration, VUM has designed a Poster which was been put up across Dobrich. The sample of the poster is as shown below:



The practice sessions has been planned from 4.30 to 5.30 pm on 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> June at the Dormitory (where all of are staying). Students wore Black and White Tee-shirt for the session. The program was started at 1500 hours, The Program started with the GTU song projected on

a wide screen. Which was followed by projecting the GTU Film. Then Dr. Trupti Almoula (Mentor) then gave a brief speech on Yoga and Indian Culture. After that the President - Dr Todor Radev gave his inspirational speech and also With a brief introduction on the importance of every Yogasana, a team of two students led the performance of both – Pranayam and Yogasanas to be followed by one and all students,VUM students,VUM administrater present in the hall thereby giving a synchronised effect as a group. Amidst the Asanas, we also performed the SURYA NAMASKAR with the music/ chanting in the background. Media people was there to cover the whole program. There was also a local people who joined the yoga session.

### **VISIT TO NESSEBAR-SATURDAY**

At the end of the weekend we have been visited Nessebar. Nessebar is a town in Burgas Province, on Bulgaria's Black Sea coast. The cobbled streets of the old town, which sits on a promontory, are lined with ruins such as Byzantine-era fortifications and baths. The ruins of the 5th-century Church of St. Sofia include stone columns and large arched windows. The 11th-century Church of St. Stephen houses hundreds of mural paintings and a huge, richly decorated altarpiece.

Over there we have explored the old towns and streets of Nessebar and also the market where we have done shopping and clicked some sweet memories

After spending some time at Nessebar, we had departed for Sunny Beach. Sunny Beach is a resort on Bulgaria's Black Sea coast. It's known for its water sports, sand dunes and nightlife. Its waterfront is lined by a long sandy beach. Inland are a paintball park, a go-kart track and a water park many slides. The yacht marina at Sveti Vlas is to the northeast. To the south, the town of Nessebar has ancient ruins and an Archaeological Museum with millennia-old pottery and bronze vessels.

At beach we had done lots of enjoyment, clicked photographs & enjoyed a lot. After spending time at beach finally we have departed towards our Dormitory.





### **VISITED ALBENA AND GOLDEN SCIENCE-SUNDAY**

On Sunday morning after having breakfast at the dormitory we left for Albena. As it was our second visit over that place, students were excited and in joyful mood as they already planned where to go and what to explore in the best way making their each second spent worthwhile. We were left free to either go explore the streets out there, do shopping, munching in the nearby cafes and having a sun bath enjoying the Albena Beach. After an hour or two our lunch was being organized at the bistro being owned by Varna Institute of Management campus. It was very well managed and lunch was arranged by VUM president for all of us. After lunch we headed towards Golden Sands beach in Mid afternoon.

Golden Sands resort is situated 19 km from the city of Varna. It merges with St. St. Konstantin and Elena Resort and Riviera resort. Golden Sands is the largest resort on the Northern Black Sea coast. The area is famous for the purest sand on the Black Sea coast. The resort is abundant in lush vegetation and with the numerous bushes and trees it resembles a real park. Golden Sands is marked as a Blue Flag resort, that is the beaches and the sea at Golden Sands are kept clean and pollution free. There are hundreds of hotels of different categories and prices in the resort, most of which are situated amidst broad-leaved forests. Golden Sands offers an aqua park and plenty of water sports to practice.

The beach was a beauty in itself, along with the beach there were so many shops and cafes, mini-rides and also places to simply sit and enjoy the moment. All of us went out to have fun at the beach to enjoy the blue sky, the golden sand and also the crystal-clear waves of the beach. There was a mini Eiffel Tower located at the centre of the beach which gave us a glimpse of the Paris and making the place a little more romantic. The entire vibe of Golden Sand was different and made our Sunday joyful. At 6 in the evening we left for our dormitory taking all the beachy memories and special moments with us.



**WEEK 5**

**24<sup>th</sup> JUNE – 30<sup>th</sup> JUNE**

## **Enterprise Resource Planning Evaluation – Monday and Tuesday**

Our week started with the presentation for the subject of Enterprise Resource Planning. Students in group of 3 to 5 had to present business models of any chosen company and explain their key processes. The business models were presented in ARIS software. This presentation was of 50 points. After the presentation students had lunch and went to dormitory as the other day we had written exam for the same subject.

On Tuesday we had the written exam of the subject Enterprise Resource Planning which consisted of 5 questions. The exam was of 70 points and duration of exam was 2 hours. The questions were very practical and tested the creativity of students. After the exam students had lunch and moved to their rooms. The students were also given the task of individually modifying the group model that they presented. This assignment was to be mailed to the faculty by Wednesday and this consisted of 30 points.

## **Industrial Visit and Preparation Day - Wednesday**

On Wednesday we were taken for an industrial visit to Plastchim-T. Plastchim-T is one of the leading privately owned European manufacturers of biaxially oriented polypropylene films (BOPP), cast polypropylene films (CPP) and flexible packaging products. The trip began from the university at 1000 hours.

Some details about Plastchim-T-

- The company's headquarters and plants are located in Bulgaria, close to the country's borders. The production sites are based in Tervel and Aksakovo.
- Plastchim-T is currently in the process of expansion to a third plant that is located in Devnya, Bulgaria.
- Plastchim-T is one of the leading privately owned European manufacturers of biaxially oriented polypropylene films (BOPP), cast polypropylene films (CPP) and flexible packaging products.
- For more than half a century the Company has grown from a domestic type business to a leader in the packaging and packaging-related industry.
- The main goal of the company is to provide its customers and partners with high quality products and services, and to offer valuable business solutions to the packaging industry.
- Plastchim-T is dedicated to conducting business in a manner that will protect the environment and will adhere to all relevant legal requirements and environmental management practices.
- Plastchim-T production plant in Aksakovo city have been certified in accordance with ISO 9001:2015, with ISO 14001:2015 and ISO 22000:2005 with Quality management system coverage of packaging films and plant based in city Tervel with coverage of flexible packages is certified in accordance with ISO 9001:2015, and adhere quality policy.
- Bulgarian film producer Plastchim-T has recently acquired the largest BOPP film production line of the world, which has speeds of around 600m/min, a working width equivalent to 10.4m, and an output per hour of more than 7,600 kilo.

- Plastchim-T will have a total output of over 110,000 tons of BOPP films a year in future, which again makes it one of the most renowned packaging manufacturers of Europe.

We came back from the visit around 1400 hours and had our lunch at the university. After that we moved to the dormitory for preparing our Summer Internship Presentation.



### **Summer Internship Programme (SIP) Presentation – Thursday**

On Thursday we had our SIP Presentation. Students in groups of 3 to 4 presented their report and presentation as per the guidelines of GTU. The presentation was evaluated by Dr. Silvena Dencheva of VUM and our mentor Dr. Trupti Almoula.

The presentation was divided in 4 parts –

1. Part – I
  - a) About Bulgaria
  - b) Steeped Analysis of Bulgaria and India with respect to Industries
2. Part – II – Industry Analysis and Comparison with India
3. Part – III – Study of Functional Departments of the Companies
4. Part – IV – Research on Management Problems of Industry

The presentation showcased many interesting facts about the analysis of the industries and logical solutions about the management problems of the companies we visited. The presentations and discussion went on till 1400 hours. After that we had lunch at the university and went back to Dormitory. The next day we had our Certificate Distribution Ceremony so students went on to prepare for the same.



### **Certificate Distribution Ceremony – Friday**

Friday morning was spent in preparation for the Certificate Distribution Ceremony. Students after preparing went back to dormitory to dress up for the ceremony. After getting all ready in their formal dresses we came to University at 1300 hours for the lunch. Just after the lunch the ceremony started at around 1430 hours. The ceremony was attended by Rector of VUM – Dr. Todor along with 4 professors from universities of Czech Republic. All the faculties and staff of VUM was present for the ceremony. The ceremony started with students sharing their experiences followed by a speech by Dr. Todor. After the speech the certificate distribution was started. There were two certificates presented to the students. One certificate was for the successful completion of the IEP and the other was the certificate of appreciation which was different for every individual for their contribution in the successful completion of the IEP. The certificates were presented to the students by Dr. Todor and Dr. Trupti Almoula. The ceremony ended with Vote of Thanks by Dr. Trupti Almoula in a very poetic way. Dr. Trupti Almoula along with all the students presented Thanks Giving Cards to the entire staff of VUM. After the ceremony students had arranged for pastries for all the staff of the VUM. Students and the staff had great fun having pastries and having conversations about different things. This was followed by the photo sessions. Students clicked many pictures and preserved many memories. The remaining day was spent in relaxing and roaming around Dobrich.



### **Free Days – Saturday and Sunday**

After having such happening last week we were ready to enjoy the last weekend here in Bulgaria. Students had made various plans for the weekends. On Saturday after the breakfast some students left for exploring the city and some students went to Varna for shopping. All the students were back by dinner. To students delight, the canteen staff of VUM had prepared Pav-Bhaji for dinner. After having delicious Pav-Bhaji the students had sound sleep.

On Sunday again students had their breakfast and left for roaming around the place for one last time. Many went to Albena beach and some went to Varna. All the students were back by dinner time. After dinner students sat together along with the mentor – Dr. Trupti Almoula and discussed their experiences. The day ended with students discussing on how much they learnt here and what all different experiences they had here. The weekend ended on a very emotional and nostalgic note.