

REPORT  
OF  
GUJARAT TECHNOLOGICAL  
UNIVERSITY (GTU) INITIATED -  
INTERNATIONAL EXPERIENCE  
PROGRAM (IEP) – 2023  
(Management)

AT

VARNA UNIVERSITY OF  
MANAGEMENT, DOBRICH CAMPUS,  
BULGARIA

25th August 2023 TO 24Th September 2023



International Experience Program better known as IEP is a step forward from GTU in the direction of becoming an “International Innovative University”. The program was initiated in 2011. Currently IEP is one of the largest student mobility programs offered by the technological universities of India. Since the inception of the program, more than 1500 students have been benefited through IEP. GTU has signed the Memorandum of Understanding (MoU) with more than 30 renowned universities of USA, Canada, Europe, Russia, Asia and Africa. Over the summer, GTU students spend four to six weeks studying at foreign universities.

Pandemic caused this program to be relaunched in 2023. First batch of Master of Business Administration (MBA) students after pandemic went to the Varna University of Management (VUM) in the year 2023. Varna University of Management is situated in Bulgaria, an Eastern Europe country.

The educational trip began on 25<sup>th</sup> August 2023 with 11 students from GTU, Ahmedabad (India) to VUM, Dobrich (Bulgaria) with mentor **Dr. Krishnaba Vaghela**

The departure of group of 11 students along with mentor was scheduled on 24<sup>th</sup> August 2023 from Mumbai to Sofia via Doha. The journey took around 9 hours by air. Then we traveled by a luxury bus from Sofia to Dobrich which took approx. 8 hours.

### VARNA UNIVERSITY OF MANAGEMENT

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

By joining Varna University of Management, Bulgaria, you are about to engage in the greatest intellectual adventure you could possibly imagine. You will find that VUM is a university of the 21st century; we educate tomorrow's business visionaries. 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-Multirank.

Students of GTU have visited Varna University of Management Dobrich Campus as part of IEP program which has been designed to cater the essence of Internationalization among master Students of management. They are required to study two subjects at Varna University of Management– Strategic Management (semester 3) and Advanced Data Analysis (Semester 4). Apart from two subjects they are also going to complete a Summer Internship Project (SIP) which will be based on four industrial visits. Subjects were taught through ppt's, case study and research papers.

### **About Dobrich**

**Dobrich** is the eighth most populated city in Bulgaria, the administrative center of Dobrich Province and the capital of the region of Southern Dobrudzha. The town is located 30 km west of the Bulgarian Black Sea Coast, near resorts such as Albena, Balchik, and Golden Sands. The population of Dobrich was 90,375 in January 2012. A Bulgarian medieval lord named Dobrotitsa ruled the area around the city in the medieval period. Economic development is dominated by agriculture.

Weather is very pleasant in Dobrich, the temperature varies between 15 degree to 32 degree Celsius and rain is unexpected during our visit in the month of August & September. This season is considered as Atom.

The accommodation was provided in a double occupancy room with an attached bathroom in the dormitory in the heart of Dobrich. During the stay, 28 days with sufficient facilities and comfortable surroundings. Accommodation was in the centre of city. Market and shopping malls were near to the dormitory. Wi-Fi facility is provided by the dormitory as well as university.

### **Food at VUM**

Lunch arrangements were done by the University on all working days at their in-house restaurant on the top floor of the University building. We found healthy food in Dobrich. They use more vegetables and seafood. They hardly have any spices in the food. They usually have Fruits in all the meals. Apart from this students have Various restaurants and café options are available nearby only with a variety of foods. Indian food materials and some spices were available in Central Mall, Kaufland, and Billa Market (Supermarket near the College campus and dormitory).



## VUM Campus at Dobrich



### Academic insights at VUM, Bulgaria

27<sup>th</sup> August to 2<sup>nd</sup> September.

Subject : Advance Data Analytics

From 27<sup>th</sup> August, Sunday to 2<sup>nd</sup> September, Saturday Students had Regular classes in the hall of VUM campus in Dobrich (202 room) for the subject Advance Data Analytics. Prof. Petar Ganev Ph.d was a subject teacher who taught them various topics on advanced data analytics for 8 days 4:30 hours ( 3 session of one and half hours each day) . Mid-semester exam was arranged in the mid of the week and final exam was conducted on 2<sup>nd</sup> September, Saturday. Prof. Ganev has designed one practical assignment for the student which was giving practical perspective to the students for this subject.





Students with Prof. Petar Ganev

#### Industry Visit :

Industry visit has played very significant role in management education. It was indeed a pleasure to visit 4 very well-known companies AGroploym, Neoperl, Albena resort and KBC global Services at Bulgaria during our visit. All four companies have a tremendous contribution to the Bulgarian economy and they are one the best in their individual category. All four companies represent different industries and sectors. Two companies are selling Goods and the other two companies are in the Services industry.

## 1. Visit of Agropolychim\_ 4 September, Monday



Students have visited 4 industries during our IEP. The first one was to “Agropolychim”. Agropolychim is a leading manufacturer of Nitrogen fertilizers in South Eastern Europe and a leader in the manufacture of Phosphorus fertilizers on the Balkan Peninsula. It was incorporated in 1974 as a state-owned enterprise and in 1999 the Bulgarian Privatization Agency sold 63% of the capital of the Company.

Agropolychim AD is located in Northeastern Bulgaria, the industrial zone of the town of Devnya, and borders on the port of Varna–West. Agropolychim AD was incorporated in 1974 as a state-owned enterprise and in 1999 the Bulgarian Privatization Agency sold 63% of the capital of the Company. In 2023 Agropolychim AD is a 100% private company with Bulgarian and Belgian shareholding interests. Agropolychim is a Bulgarian chemical company that specializes in the production of fertilizers and agrochemicals. It is one of the leading manufacturers in the region and has a history dating back several decades. The company plays a crucial role in supporting the agricultural sector by providing a wide range of products designed to enhance crop yield and quality.

Presentation and field visit in the bus were arranged for us to understand the functions and structure of the company.



## 2. Industry visit to Neoperl\_ 5<sup>th</sup> September, Tuesday

**NEOPERL®** Albert Wildfang and Hans Denzler recognize the potential of faucet aerators. In 1959 in Reinach-Basel, Switzerland, they established "Hans Denzler & Co" – trading nowadays as Neoperl AG. Neoperl is the first neutral manufacturer to install and distribute faucet aerators in Switzerland. The NEOPERL brand establishes itself as the OEM business model which also functions in the retail sector.

Neoperl is a leading technology company that offers innovative solutions for drinking water. Neoperl products shape the water stream, regulate the flow rate, and protect the water from contamination. Our slogan sums it up: FLOW, STOP AND GO.

Neoperl offers many different service keys for quick and easy faucet aerator installation and removal. Some service keys work for both metric and US threads and can therefore be used worldwide. Using a suitable key prevents unsightly scratches on the chrome surface of your faucet.

Neoperl has its main market of export in the USA, it imports raw materials like brass, and SS wires from India, Italy, Spain, and Germany. Neoperl Group is a family-owned capital business. The group has its main headquarters in Switzerland and the other 13 units are working all over the world and its warehouses are established in the countries where required.





### 3. Industry visit to KBC bank, Varna on 7<sup>th</sup> September, 2023, Friday



KBC Global Services is the process  engine at KBC Group – a leading banking and insurance group with over 41,000 talented employees serving more than 12 million customers across Europe. The Bulgarian branch of our company was established in 2019 to provide back-office services to the banking and insurance companies within the KBC Group in various areas, among which are day-to-day banking, credit and financial operations, anti-money laundering, insurance, payment services, securities trading, and others.

From 2021, we support the digital transformation of KBC Group by providing software development, artificial intelligence, quality control, and other IT solutions, working on a wide range of projects combining classic information technologies with digital banking. Our IT teams work according to the so-called Scaled Agile (SAFe) methodology for managing technology projects, uniting the efforts of software engineers, scrum masters, functional analysts, programmers, and other specialists.



It has its central office in Belgium it was founded in the year 2005. The total number of employees working in Bulgaria is 1000 plus. The offices in Bulgaria are situated in Sofia and Varna. They also provide 25 days of paid annual leave. They have a hybrid model of working in the office and from home with flexible working hours. The work culture inherits the values of "WHAT WE PROMISE WE

DELIVER". This company empowers everyone to acquire new skills by changing positions or accepting new challenges.



#### 4. Industry visit to Albena, 8<sup>th</sup> September, Tuesday

Albena is a major Black Sea resort in northeastern Bulgaria, Balchik Municipality, situated 12 km from Balchik and 30 km from Varna. Albena is the largest hotel owner in Bulgaria with more than 6,500 rooms. It has a capacity of 15000 beds in the whole resort. There are 30 different hotels currently running in Albena resort out of which 3 are five-star hotels, 13 are four-star hotels and the rest are three-star and two-star hotels.

The peak season of the resort starts from July to August. During this season around 3000 employees are working in the resort. The resort makes around 1 million per night during the peak time. It also has many amenities and facilities which attract customers. It also has a beach which is around 5 km long which it has leased with the government for 20 years. There are various courts for sports like tennis courts, and football courts.



The resort has a beautiful water park which is located between the trees. It also organizes various events like beach parties, kite flying, and national sports events. There are many competitors in the market but the main USP of this resort is these events which attract customers to visit the resort.



## **Cultural Trip**

As part of the program along with academia cultural excursion visits at famous places of Bulgaria were also arranged by VUM. Some of the very famous and historical places like Black sea, Balchik, Aladja monastery, **RAVADINOVO CASTLE** , **NESSEBAR ISLAND** and Neighbouring country Romania were visited by students along with their mentor. E\_tours from VUM has planned the visit and make necessary arrangements along with tour guide for us. Jounrey of all places was well planned and nicely arranged.

### **1. EXCURSION VISIT TO CAPE KALIAKRA & BALCHIK (6 September, Wednesday )**

**Cape Kaliakra** is one of the most beautiful and historic Capes in Europe. Situated close to the Romanian border, it is a favorite stop for tourists looking for pretty sights and interesting historic places to visit north of Varna. The fortress was successively used by Thracians, Romans, Byzantines and Bulgarians. VUM has appointed one tour guide and he briefed us about entire place.



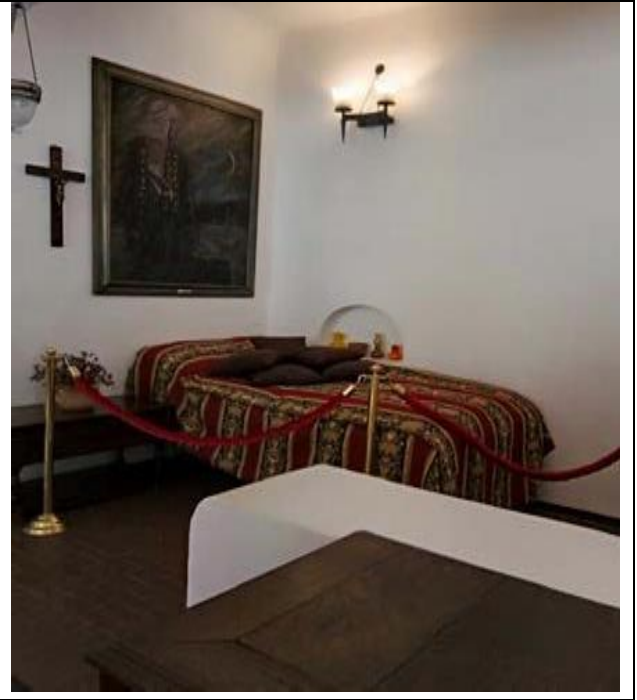
From the northern Bulgarian coast, Cape Kaliakra extends into the Black Sea as a lengthy, rocky cape. It is a well-liked location for sightseeing and picnics, and it has golf courses and a nature reserve. It is situated in the Southern Dobruja region, not far from the Romanian border. Despite how stunning it may seem, Cape Kaliakra hides a bloody past of suicide, siege, and battle.

Northeastern Bulgaria's Southern Dobruja region includes the Black Sea tourist town of Balchik. It is 42 kilometers northeast of Varna in the province of Dobrich. The town spreads out in a picturesque manner down sloping terraces that go to the sea from the Dobruja plateau. Balchik is located on the coast in an area with a temperate continental climate. The sea water reaches a temperature of 24 degrees Celsius throughout the summer, and the average temperature in July is 22 degrees Celsius. Balchik is located



close to the seaside town of Albena. A seaside lane known as Dambata connects the two locations. Its length is 7300 meters, and it starts at the yacht port, travels past the Palace, and ends at Albena.

### **VISIT OF RANI PALACE**



### **VISIT OF BOTANICAL GARDEN**

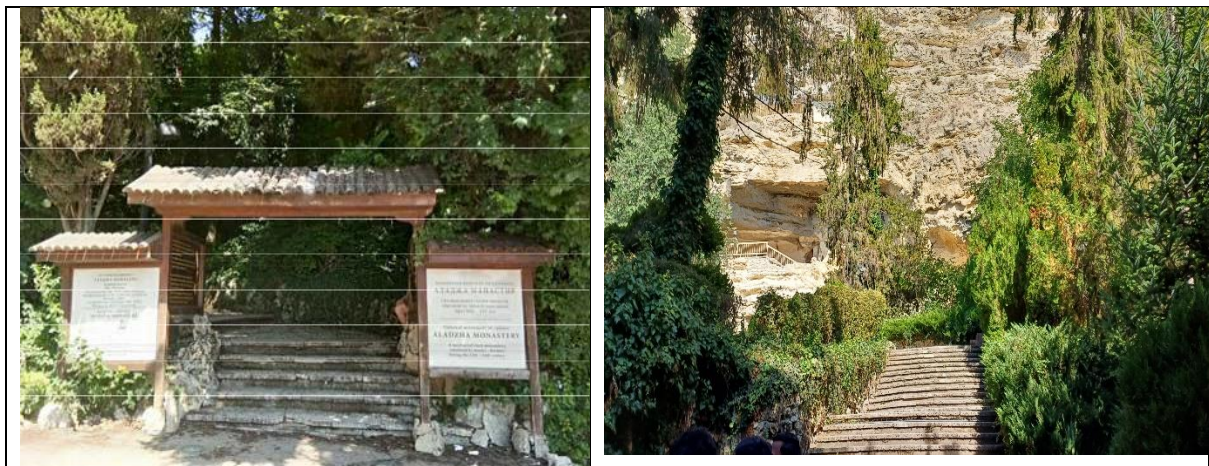


## 2. Half-day excursion to Aladja monastery and Varna (7 September, Thursday)

The main city and coastal resort on the Bulgarian Black Sea Coast is Varna, which ranks third in terms of population in the country. The city has been a significant economic, social, and cultural center for about three millennia due to its advantageous location in the Gulf of Varna. Varna, once known as Odessos, developed from a Thracian seashore town to a significant Black Sea seaport. Business, transportation, education, tourism, entertainment, and healthcare are all vital in Varna. The city serves as both the administrative center for the Bulgarian Navy and merchant marine as well as the country's maritime capital. The Council of Europe chose Varna as the location for the Black Sea Euro-Region in 2008. Varna has the honor of being named the 2017 European Youth Capital in 2014.

### VISIT TO ALADZHA MONASTERY (14 KM AWAY FROM VARNA)

The most well-known medieval cave monastery in Bulgaria is located at Aladzha Monastery. In the 13th and 14th centuries, hermit monks lived there. The Shkorpil brothers, Karel and Hermin, who founded Bulgarian archaeology, started intensively studying this Christian structure around the tail end of the nineteenth century. Aladzha Monastery was designated a historical landmark in 1927 and a cultural architectural landmark of national significance in 1968





### 3. (EXCURSION - RAVADINOVO CASTLE AND NESSEBAR ISLAND)

On Saturday, the Varna University of Management planned a trip for us. Since we needed to travel 200 kilometers to the Nessebar Island, we set out early in the morning. First, we went to the Ravadinovo Castle, where we marveled at its beauty and learned that it had been built as a tourist destination to transport visitors back to the time of fairy tales rather than having any old history.

#### **RAVADINOVO CASTLE**

For some, the Castle of Ravadinovo is the closest thing to a Disney World or a fairy tale journey they may have in this region of the Balkans. It is a completely mysterious and lovely area. There, we had some time together taking pictures and relaxing in the peace.

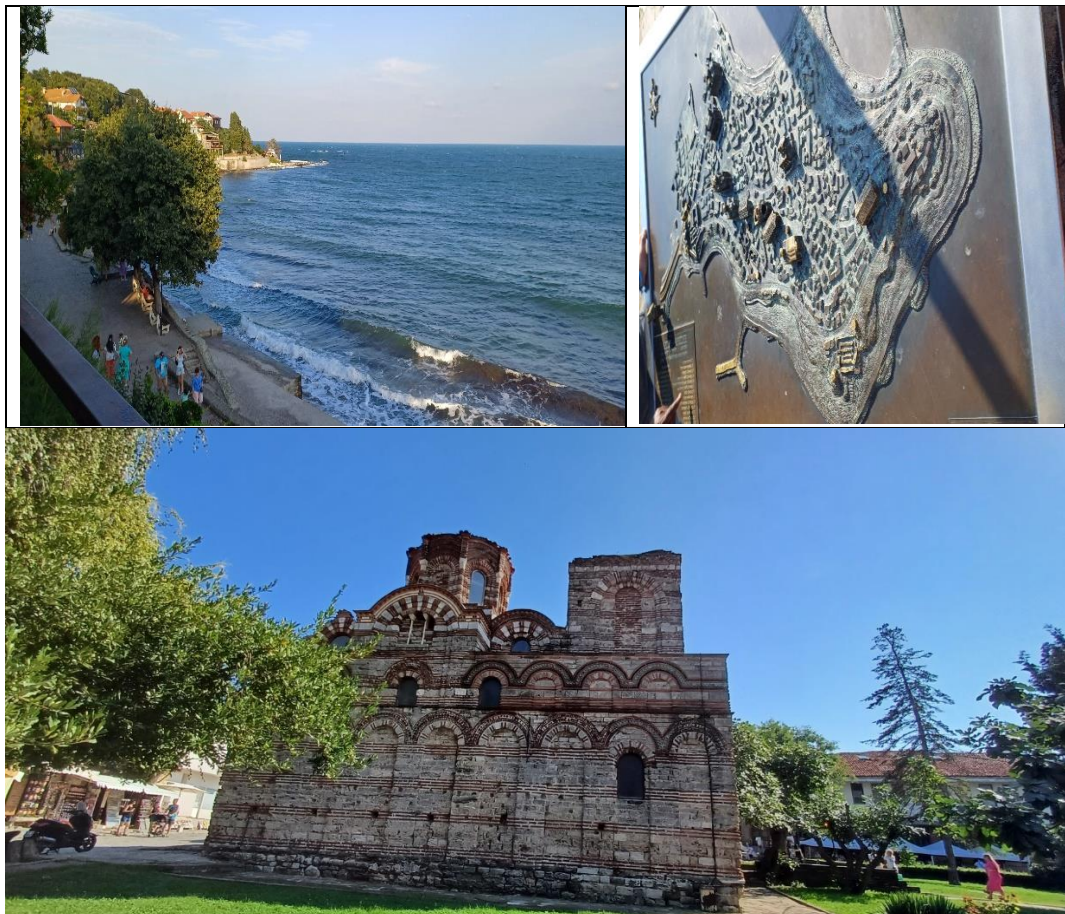


Just a couple of kilometers from Sozopol stands the newest spectacular attraction on the Black sea - the Castle of Ravadinovo. The Castle of Ravadinovo combines various building and decorating styles and materials and it is definitely interesting to see what some ancient castles must have looked like when they were new.

## **NESSEBAR ISLAND**

Situated on a rocky peninsula on the Black Sea, the more than 3,000-year-old site of Nessebar was originally a Thracian settlement (Menebria). At the beginning of the 6th century BC, the city became a Greek colony. The city's remains, which date mostly from the Hellenistic period, include the acropolis, a temple of Apollo, an agora and a wall from the Thracian fortifications. Among other monuments, the Stara Mitropolia Basilica and the fortress date from the Middle Ages, when this was one of the most important Byzantine towns on the west coast of the Black Sea. Wooden houses built in the 19th century are typical of the Black Sea architecture of the period.

The Ancient city of Nessebar is a unique example of a synthesis of the centuries-old human activities in the sphere of culture; it is a location where numerous civilizations have left tangible traces in single homogeneous whole, which harmoniously fit in with nature. The different stages of development of its residential vernacular architecture reflect the stages of development of the architectural style on the Balkans and in the entire East Mediterranean region. The urban structure contains elements from the second millennium BC, from Ancient Times and the Medieval period.





#### **4. One day Trip at – Romania** **(11<sup>th</sup> Septmeber,2023)**

Romania is a hidden gem, located in the southeast Europe. Full of history and culture, the country's capital, Bucharest, is even called "Little Paris" and "New Berlin". Bucharest is one of the biggest cities in Eastern Europe. It is located in Wallachia. It is home to one of the largest (and heaviest) buildings in the world. It is home to the largest boulevard in Europe.

##### **VISIT TO THE PALACE OF THE PARLIAMENT IN BUCHAREST**

Parliamentary Palace: The enormous Parliament Palace, formerly known as "People's House" (Casa Poporului), was constructed at Nicolae Ceausescu's specific request and is the second-largest administrative structure in the world, behind the U.S. Pentagon. This colossal building, which has 12 floors, 1,100 rooms, a 350-foot-long lobby, and eight underground levels, including a sizable nuclear bunker, required 20,000 workers and 700 architects to complete.

After the Great Pyramid of Egypt and the Cape Canaveral Space Center in the United States, The Palace of Parliament is the second-largest office building in the world in terms of floor area and third-largest in terms of volume.

At Romania Students have taken Indian Lunch in Very famous Indian Resturant in Bucharest named " Karishma".



## VISIT of VARNA

On Free day

Students have visited Varna by themselves as Varna has very beautiful beaches and Mall where they have done the shopping and enjoy entire day on the beach. There is very interesting museum of vintage cars, coins wax museum at Grand Mall





## Academic Session of Violina Ratcheva for subject Strategic Management

From 12<sup>th</sup> ,September to 15<sup>th</sup> Septmeber and 18<sup>th</sup> September to 21<sup>st</sup> Septmeber Students have studies their Second subject “Strategic Management” with Prof. Violina Ratcheva. She has assigned project to the students where students has to give presentation in the group of 3. She assigned various topics and give the guidelines to the students regarding that on her first lecture. She taught students with very well know case studies, research papers and review papers from Harward business Review and MIT Sloan Business School,



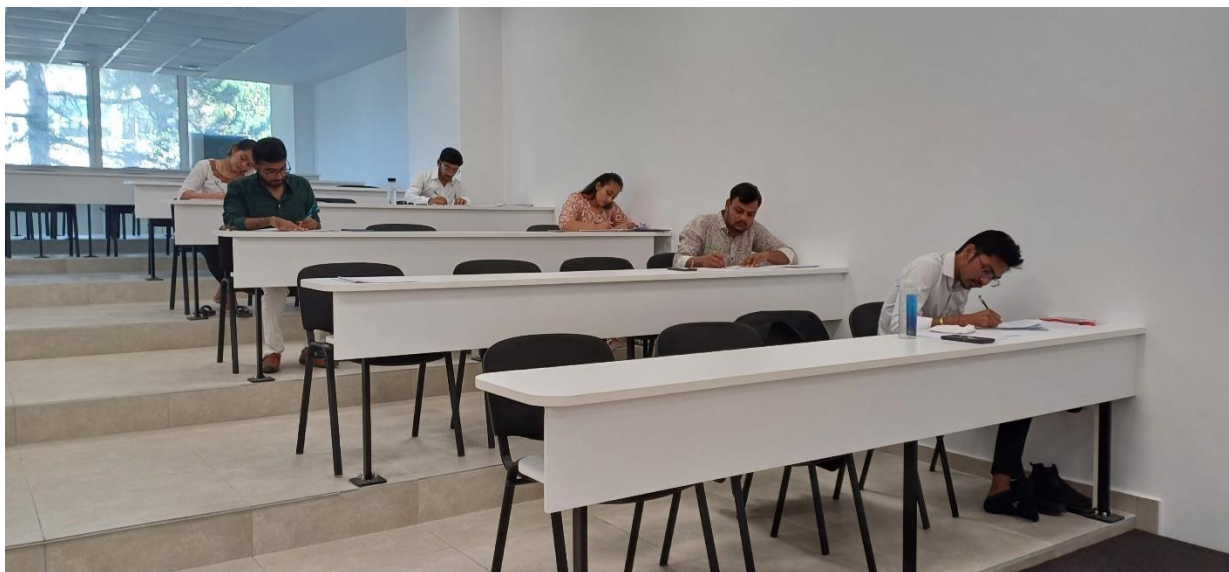
A midterm exam of 30 marks, project Presntation and Final exams were held under the supervision of Prof. Violina Ratcheva. Presneatation were taken by prof. Prof. Violina Ratcheva and Dr.Krishnaba Vaghela. She has students to submit project reports after finished presentations and give suggestions to incorporate in final reports.

All groups performed very well and professor was impressed by the students.



On 16<sup>th</sup> September, Monday presentations were scheduled

**Dr. Violina Ratcheva**, Professor- VUM, **Ms. Christina**, Director, Department of International Cooperation, VUM and **Dr. Krishnaba Vaghela**, Assistant Professor, GTU were the penal members for evaluating the group reports and presentations



Students during Exam



### **Summer Internship Project Defence: 20<sup>th</sup> September 2023, Wednesday**

On Wednesday Final viva on Summer Internship Project based on their 4 industry were scheduled. Students have prepared any 2 out of 4 industries reports in group of 3 or 4 as per the guidelines given by Dr. Krishnaba Vaghela. They have submitted brief report to Dr. Krishnaba vaghela on 16<sup>th</sup> September which was shared to the VUM professor for Evaluation. Viva was scheduled on 20<sup>th</sup> September where Prof. Ina was accompanied to Dr. Krishna to review the students work. Each group has given the presentation first on the report they have prepared and answered the questions asked by panel.

## Certificate Distribution Ceremony: 21<sup>st</sup> September, Thursday

After completion of all the learning and submission Students are given certificate on the last day. In the second half of 21<sup>st</sup> September, 2023 final certificate distribution ceremony was held at VUM campus, Dobrich, IEP coordinator for VUM Bulgaria Ms. Christina has arranged entire ceremony. On September 21<sup>st</sup> students from Gujarat Technological University participating in Summer University of VUM received their certificates of successful completion of International Experience Program (IEP). They were awarded by the Rector – Assoc. Prof. Todor Radev







21st September was the last day for the students in Dobrich, Bulgaria and They had started their journey to Sofia on 22nd September 2023 as their flight to India was on 25th Septmeber,2023 from Sofia. Last two days students have explored Sofia and nearby places at their own in Sofia.



Report Prepared by:

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