

# International Summer Internship Program 2025

## *University of National and World Economy, Bulgaria*

Duration: 04 weeks

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### Program Credits and Recognition

The International Summer Internship Programme will be based on the Syllabus of Business Entrepreneurship course taught to students enrolled in “Business Economics taught in English” degree programme for “bachelors” EQD, as of 2015/2016 academic year and in “Business Economics and Management taught in English” for “bachelors” EQD as of 2019/2020 academic year.

The credits given upon successful completion of the course are 6 based on 60 academic hours split into 30 hours lectures and 30 hours seminar classes plus 90 hours extracurricular activities.

### Curriculum and Content

The purpose of the course is to give basic, practical applicable knowledge and skills required in entrepreneurial activity and functioning of SMEs. The main focus of the programme is placed on the launch of a new business: from idea to financial projections and the defence of the business plan to financing institution. For this purpose, students develop individually or in a team business plans for their ideas. Leading in each team are students with potential for future entrepreneurs (teams are formed upon proposal of the very participants agreed with the lecturer). Certain emphasis is placed on individual development and presentation of “mini” projects and case studies – mostly for effective management and management of growth of existing companies. Representatives of practice, some of whom have studied discipline as students are involved in the learning process.

The defence of business plans is open in the presence of teachers, students, active entrepreneurs and managers (part of them graduated the UNWE and started their business in the fullest extent under the influence of entrepreneurial subjects in training).

The topics covered by the course are:

1. Leading Role of Entrepreneurship: Characteristics and Problems Solved. Basic Concepts and Trends in Entrepreneurship Development (From Schumpeter till Today);
2. Impact of the Globalization of Business and the New Knowledge-Based Economy on Entrepreneurial Activity. Business Environment for Entrepreneurship: Elements, Status and Trends;
3. Bulgarian Small and Medium Enterprises: Classification, Structure, Condition and Behaviour. Profile And Behaviour of the Bulgarian Entrepreneur: Specificity, Problems and Development;
4. Entrepreneurial Roles. Entrepreneur as a Strategist, Manager (Coordinator and Distributor of Resources, Motivator);
5. Diagnosis and Direction of The Behaviour of a Successful Entrepreneur;
6. The Entrepreneurial Process. Characteristics, stages, and content. Influencing factors (stimuli and barriers);
7. Institutional Support and Supporting Infrastructure;

8. Preparing a Business Plan for Starting Up a New Business. Identifying Opportunities for New Business. Generation And Evaluation of a Business Idea. Deciding to Start Up a New Business;
9. Market Research. Analysis, Evaluation and Use of Practical Methods and Techniques Suitable for Study of the Market and Competitors. Formation of Marketing Strategy and Marketing Plan;
10. Technological, Organizational, and Production Back Up of a Business (Production Programme). Building Management System;
11. Financial Calculations (Estimates of Economic Feasibility). Presentation And Defence of the Business Plan to Financial Institution;
12. Management of SMEs. Differences and similarities in the management of SMEs and LSEs. Specific approaches, methods and techniques in the management of SMEs;
13. Management in the First Year after Launch. Problems and Solutions by Functional Areas;
14. Management Of the Traditional SMEs and SMEs of the New Economy. Knowledge Management in SMEs;
15. Strategies for Growth in SMEs. Internationalization of SMEs.

## Qualification goals

This course is designed in compliance with the requirements of the National Qualification Framework<sup>1</sup> in terms of acquired knowledge, skills and competences for the corresponding EQD and Council Recommendation of Key Competences for Lifelong Learning<sup>2</sup>.

Upon successful completion, the course provides students with the following basic knowledge in the following areas:

- the understanding of entrepreneurship and the entrepreneurial process, typology and behavior of Bulgarian entrepreneurs;
- key moments and estimates in launching a new business – from selecting the winning idea through marketing analysis and production and management plans to finalizing financial planning;
- the specific moments, approaches and methods in the management of SMEs in distinction from the management of LSEs;
- the institutional and technical support to SMEs.

The course will help students acquire the following basic skills:

- generation and filtering of ideas for starting a new business using all available sources of information and methods (mostly brainstorming and expertise);
- analysis and formation of prescriptions in marketing, production, management and especially when making financial calculations (business financing, discounted cash flow, risk analysis and results);

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<sup>1</sup> The National Qualification Frame of Bulgaria gives the definition of the knowledge, skills and competences which are required as a result of the education process in the corresponding EQD in higher education.

<sup>2</sup> Council Recommendation on Key Competences for Lifelong Learning (OJ 2018/C 189/01)

- specific and pragmatic approaches and methods used in the management of SMEs and differences between different groups of SMEs - "traditional" and those of the new economy;
- to develop and successfully implement projects in support of SMEs.

## Emphasis on practical components

In addition to the traditional inclusion in the training of guest lecturers from practice (mainly entrepreneurs and managers), visits to enterprises from economic sectors of interest to the participants of the International Summer Internship Program will be organized.

In addition to the development of business plans for starting their own business, the participants of the program will have the opportunity to work on assignments of Bulgarian enterprises, which are related to solving problems of a strategic nature, such as the internationalization of the activity, digitalization, the use of artificial intelligence and others.

## Infrastructure and Facilities

In the UNWE building there are 120 classrooms, computer rooms and offices, 367 classrooms, the Maxima Hall and the Ceremonial Hall, where graduates receive their diplomas, modern conference and scientific halls.

From 2021, a modern building is also used for educational activities, the building of which is a new generation in construction and comes close to passive ones in terms of energy efficiency.

The university library has 100 computer seats with free internet access and an electronic library. The large-scale renovation transformed the library into a modern centre for information and knowledge and providing modern services for students and teachers.

For the needs of the training within the framework of the International Summer Internship Programme, the necessary classrooms and access to the library will be provided.

## Quality of Projects

The proposed course primarily involves working on your own ideas for starting a new business, for which the team of the Chair of Entrepreneurship at the UNWE has a methodology that has been tested over the years, guaranteeing the high quality of the developed business plans. The opportunity to work on projects for enterprise assignments is ensured with the active support to the trainees by the entrepreneurs, managers and specialists of the enterprises that would assign the projects.

## Mentorship and Guidance

The team of teachers who will be involved in the training of the participants in the International Summer Internship Program will provide the necessary guidance for the successful completion of the assignments. Along with university professors, successful entrepreneurs and experts will be included, who will provide practical advice and consultation.

## Evaluation and Feedback

The course assessment consists of several components.

For full time students the final grade is formed as follows:

$$\mathbf{FG = 0.5 E + 0.3 OA + 0.2 IA,}$$

where:

<b>FG</b>	=	Final Grade;
<b>E</b>	=	Exam (Defense of Business Plan);
<b>OA</b>	=	Ongoing assessment;
<b>IA</b>	=	Individual assignments.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is 3. Converted to the ECTS the grading scale the grades are as it follows:

Excellent (6)	Very Good (5)	Good (4)	Average (3)		Poor (2)	
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>FX</b>	<b>F</b>
The corresponding number of ECTS credit points is being allocated					No ECTS credit points are being allocated	

## Provisional schedule

1 <sup>st</sup> week							
Time	Monday – 16 June	Tuesday – 17 June	Wednesday – 18 June	Thursday – 19 June	Friday – 20 June	Saturday – 21 June	Sunday – 22 June
Morning (9:00 – 12:15)	Opening ceremony & introduction instructions	Lectures & Seminar classes	Lectures & Seminar classes	Lectures & Seminar classes	Industry visit	Free time	Free time
Afternoon	Extracurricular activities	Extracurricular activities	Extracurricular activities	Extracurricular activities	Extracurricular activities		
2 <sup>nd</sup> week							
Time	Monday – 23 June	Tuesday – 24 June	Wednesday – 25 June	Thursday – 26 June	Friday – 27 June	Saturday – 28 June	Sunday – 29 June
Morning (9:00 – 12:15)	Lectures & Seminar classes	Lectures & Seminar classes	Lectures & Seminar classes	Lectures & Seminar classes	Lectures & Seminar classes	Free time	Free time
Afternoon	Extracurricular activities	Extracurricular activities	Extracurricular activities	Extracurricular activities	Extracurricular activities		
3 <sup>rd</sup> week							
Time	Monday – 30 June	Tuesday – 1 July	Wednesday – 2 July	Thursday – 3 July	Friday – 4 July	Saturday – 5 July	Sunday – 6 July
Morning (9:00 – 12:15)	Lectures & Seminar classes	Lectures & Seminar classes	Lectures & Seminar classes	Lectures & Seminar classes	Industry visit	Free time	Free time
Afternoon	Extracurricular activities	Extracurricular activities	Extracurricular activities	Extracurricular activities	Extracurricular activities		

4 <sup>th</sup> week							
Time	Monday – 7 July	Tuesday – 8 July	Wednesday – 9 July	Thursday – 10 July	Friday – 11 July	Saturday – 12 July	Sunday – 13 July
Morning (9:00 – 12:15)	Lectures & Seminar classes	Lectures & Seminar classes	Lectures & Seminar classes	Extracurricular activities	Closing ceremony	Free time	Free time
Afternoon	Extracurricular activities	Extracurricular activities	Extracurricular activities	Business plans / projects presentations	Free time		

*For Any Queries and Support*

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