



# GLOBAL IMMERSION PROGRAM 1.0

## (GIP 1.0)

Organized by

Centre for International Relations

Chhatrapati Shivaji Maharaj University

(Under the aegis of St. Wilfred's Education Society)

At

University of National and World Economy

(UNWE), Bulgaria



Duration: 4 Weeks ( July to August, 2026)

Credits: 6 ECTS

Eligibility: Open to students (UG/PG/PhD) from any stream and year



SCAN TO REGISTER



Duration: 04 weeks

## About the Program

The Global Immersion Program 1.0 (GIP 1.0) is a four-week international academic experience designed to provide students with practical and applied knowledge in entrepreneurship and small business management. The program is based on the syllabus of the Business Entrepreneurship course offered in English-taught bachelor's programs at UNWE.

The program emphasizes experiential learning, enabling students to transform business ideas into structured business plans and present them before academic and industry experts.

## About University of National and World Economy (UNWE), Bulgaria

The University of National and World Economy (UNWE), Bulgaria, established in 1920, is one of the most prestigious public universities in Eastern Europe, specializing in economics, business, digital transformation, and policy studies. UNWE is recognized for its strong academic foundation and global engagement:

- Ranked among Top European Universities (QS Europe Rankings 2025: 551–600 band)
- Ranked 80th in Eastern Europe (QS 2025)
- Accredited by the National Evaluation and Accreditation Agency (NEAA), Bulgaria
- Active participant in the Erasmus+ program
- Offers joint degree programs with reputed international universities

The university provides a dynamic academic environment supported by modern infrastructure, strong industry connections, and a focus on innovation and global learning.



# Program Objectives

- To develop practical entrepreneurial skills and business understanding in a global context.
- To enable students to design, evaluate, and implement innovative business ideas, including technology-driven and digital solutions.
- To enhance global exposure and cross-cultural learning through international academic and industry engagement.
- To provide hands-on experience in business planning, strategy development, and real-world problem-solving.
- To foster an understanding of emerging technologies such as digital transformation, artificial intelligence, and innovation ecosystems in modern enterprises.

# Curriculum Highlights

The program focuses on the complete entrepreneurial and technology-enabled business journey:

- Fundamentals of entrepreneurship, innovation, and global trends
- Business environment, knowledge economy, and digital transformation
- SME structure, entrepreneurial behavior, and technology adoption in SMEs
- Entrepreneurial roles, decision-making, and innovation management
- Business idea generation and evaluation, including tech-driven solutions
- Market research, digital marketing, and data-driven strategies
- Business planning, financial feasibility, and startup ecosystem dynamics
- Management of SMEs, innovation practices, and growth strategies
- Internationalization of SMEs in a global and digital economy

# Learning Outcomes

Upon successful completion of the **GIP 1.0** participants will be able to:

- Develop a comprehensive understanding of entrepreneurship, innovation, and the functioning of small and medium enterprises (SMEs) in a global and digital economy.
- Generate, evaluate, and refine business ideas, including technology-driven and innovation-based solutions.
- Apply analytical and strategic thinking in market research, digital marketing, and data-informed decision-making.
- Design and present structured business plans incorporating financial feasibility, operational planning, and growth strategies.



- Demonstrate practical knowledge of emerging trends such as digital transformation, artificial intelligence, and their role in modern enterprises.
- Analyze real-world business challenges and propose effective solutions through project-based and experiential learning approaches.
- Exhibit enhanced cross-cultural competence, global awareness, and adaptability in international academic and professional environments.
- Collaborate effectively in diverse teams, demonstrating leadership, communication, and project management skills.

## Practical Learning Experience

- Development of real business plans (individual/team-based)
- Industry-oriented projects and case studies
- Interaction with entrepreneurs and business experts
- Industry visits to Bulgarian enterprises
- Exposure to real-world challenges like digitalization, AI, and internationalization

## Infrastructure & Facilities at UNWE

- 120+ classrooms and modern teaching facilities
- Advanced conference and seminar halls
- Digitized library with 100+ computer stations
- Modern energy-efficient academic building
- Access to academic and research resources



## Mentorship & Guidance

- Guidance from experienced university faculty
- Interaction with successful entrepreneurs and industry experts
- Continuous academic and project support

## Evaluation & Certification

Final Grade Composition:

- 50% – Business Plan Defense (Exam)
- 30% – Ongoing Assessment
- 20% – Individual Assignments

## Grading System:

- Excellent (6) → A
- Very Good (5) → B
- Good (4) → C
- Average (3) → D/E

(ECTS credits awarded upon successful completion)



## Contact & Support

Centre for International Relations  
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