



**NEW  
BULGARIAN  
UNIVERSITY**

# **SUMMER BUSINESS SCHOOL BUSINESS GROWTH PROGRAMME**

**NBU SCHOOL OF MANAGEMENT**  
*Ne varietatem timeamus*

**New Bulgarian University**



21 Montevideo str.  
Sofia City, 1618,  
Bulgaria

# Programme description

The Summer Business School's 'Business Growth' programme within the NBU School of Management can be defined as an exploration of the tools and techniques to develop strategies to take advantage of growth opportunities.

The programme covers many of the facets of business growth whether the students are pursuing a corporate, investment or consulting career or want to be aspiring entrepreneurs.

Students have the opportunity to learn from some of the best practitioners in the fields of management, finance and HR.

The Business Growth programme is a workshop programme within the New Bulgarian University

	STRUCTURE	MODULAR
	PACE	INSTRUCTOR LED
	SUBJECT	BUSINESS GROWTH
	DIFFICULTY	INTERMEDIATE
	PARTICIPANTS	NBU MBA STUDENTS <small>*NBU BBA STUDENTS ARE FREE TO ENROLL</small>
	LECTURERS	INDUSTRY EXPERTS
	LANGUAGE	BULGARIAN
	DURATION OF EACH SESSION	3:00h
	START OF PROGRAMME	6 <sup>th</sup> of June, 2023
	END OF PROGRAMME	30 <sup>th</sup> of June, 2023

# Three Months to Get the 360 View of Growth Strategies

Starting in June						
6 intensive courses						
<b>Pre-course Group Session</b>	<b>People &amp; corporate culture</b> <ul style="list-style-type: none"> <li>Organizational culture as a leadership tool;</li> <li>How to create a culture of success;</li> <li>How to recognize and attract talent;</li> <li>What the future of jobs looks like;</li> </ul>	<b>Private Equity Course</b> <ul style="list-style-type: none"> <li>History of Private Equity;</li> <li>Investment Strategies of Private Equity firms;</li> <li>How PE funds assess potential targets;</li> <li>How PE funds help companies grow;</li> <li>Exit strategies;</li> </ul>	<b>Valuations &amp; Financial Modeling Course</b> <ul style="list-style-type: none"> <li>Fundamental of quantitative modeling;</li> <li>Introduction to spreadsheets and models;</li> <li>Budgeting and forecasting;</li> <li>Business valuation methods;</li> <li>M&amp;A Valuation basics;</li> </ul>	<b>EU funding for start-ups and SMEs</b> <ul style="list-style-type: none"> <li>EU financing opportunities for start-ups and SMEs</li> <li>Equity vs debt instruments;</li> <li>How to secure financing for your start-up?</li> <li>Bulgarian financing intermediaries;</li> </ul>	<b>Business strategy Course</b> <ul style="list-style-type: none"> <li>Competitive advantage;</li> <li>Strategic Planning;</li> <li>Porter's Five forces;</li> <li>SWOT analysis;</li> <li>Practical application of strategy development;</li> </ul>	<b>Closing Group Session</b>
	Lecturer: Maria Stoeva, Manpower <b>19<sup>th</sup> of June</b>	Lecturer: Ivaylo Gospodinov, Black Peak Capital <b>20<sup>th</sup> of June</b>	Lecturer: Nikolay Markov, Dill Advisory <b>20<sup>th</sup> of June</b>	Lecturer: Pavel Lisev, Fund Manager of Funds in Bulgaria <b>27<sup>th</sup> of June</b>	Lecturer: Gergana Mantarkova, KPMG <b>28<sup>th</sup> of June</b>	
Group and individual coaching after each course with faculty						
Personalized Career Development Coaching						

## Pre-course group session

The programme will start with a kick-off session where students will be guided by faculty through the courses in order to build more awareness for the topics.

## Group coaching after each course and Personalized Career Coaching

After each course students will have the opportunity to articulate with faculty on the topics and discussions.

Each student can take the opportunity to get a career advice related to the field of interest.

## Closing group session

The final step of the school will give students the opportunity to share their experience with the program and provide feedback. Faculty would provide Q&A opportunity and a focused wrap-up of the program.

# SCHEDULE

## 2023 June



### Available dates

Lecturers could schedule any of the available dates opting for morning or afternoon session:

- (1) 09:30 – 12:45
- (2) 13:00 – 16:15

\*Each lecturer has one session.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19 People & Culture 9:30 – 12:45 <i>University campus                      Hall 20</i>	20 Private Equity 14:00 – 15:30 <i>University campus                      Hall 20</i>	21	22	23	24	25
26	27 EU funding for start-ups and SMEs 13:00 – 16:15 <i>Petar Mutafchiev Lecture                      Hall, 310, Building 1, Floor                      3</i>	28 Business Strategy 13:00 – 16:15 <i>Petar Mutafchiev Lecture                      Hall, 310, Building 1, Floor                      3</i>	29	30	01	02

# COURSE FORMAT

## LECTURE

*Duration: 2:00h*

Lecturers could use a mix of different formats to convey each message in the most engaging way – slide presentation in a more structured way, case studies or a talk lecture.

## Break

*Duration: 0:15h*

## Executive conversation

*Duration: 0:45 - 1:00h*

\*The conversation is assisted by a moderator from the faculty;

The second part is centered on the lecturers and their message and advice to the students for personal and professional development.

Students are always interested in success stories, thus the conversation should include the personal story of the lecturer and his/her career story.

Main questions for the conversation are:

1. How the lecturer chose a career in their respective field;
2. What challenges the lecturer faced and how he/she overcame them;
3. Examples for success stories in the lecturer's career;
4. What makes a great professional in the respective field;

Final stage of the Executive conversation is a Q&A session where students can address the lecturer explore further certain topic.

# LECTURERS



## Gergana Mantarkova

Gergana is one of the renowned experts in management consulting, business strategy and mergers and acquisitions advisory in Bulgaria. Her experience in the CEE and the Balkan region gives her invaluable insight of the business environment.

She was a managing partner of KPMG for nearly 20 years and currently serves as non-executive director at the International Council of Management Consultants Institute



## Maria Stoeva

Maria is Business Development Director of Manpower – one of the leading HR service providers globally. Maria is a regular lecturer on the job market and career development topics.

Maria holds the Club HR Navigator – discussion club, part of the innovative project of Sofia Tech Park, where she discusses trends and insights for the current state of HR/



## Pavel Lisev

Pavel is executive director and member of the BoD of Fund Manager of Financial Instruments in Bulgaria (FMFIB) or 'Fund of Funds'.

Pavel is a regular lecturer and panelist in seminars and events regarding SME funding.



## Ivaylo Gospodinov

Ivaylo is managing partner of Black Peak Capital – a EUR 160mm Private Equity Fund investing in the CEE region. He has extensive experience in investing and growing SME companies among which global leaders based in Bulgaria.

Previously he developed and managed the M&A practices of Raiffeisen Investment Bulgaria and Entrea Capital.



## Nikolay Markov

Nikolay has over 14 years of experience in the financial advisory sector. He has participated in and managed a large number of projects related to valuations, financial modeling, project finance, corporate financing, restructurings, economic analyses, due diligence, M&A, trainings in multicultural environment and geographies.

Nikolay is the founder and CEO of Dill Advisory and sits on the supervisory board of Fund Manager of Financial instruments in Bulgaria.





## Valuable Insight

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Whether students want to pursue a career as investment managers, corporate leaders or entrepreneurs, the Summer Business School offers a comprehensive course selection developing core competencies and gives a global perspective on how to assess growth drivers, how to develop a business strategy, how to recognize market opportunity, how to appraise a business or build a financial model, how to create a strong corporate culture. The program gives much more as the students will have the opportunity to understand how global strategies are translated and executed in the local and regional context, and to get the behind the curtains experience through real life examples and stories of accomplished professionals.

SBS will develop and further students knowledge on critical topics and prepare them for their next journey.

# Career Success

## NBU SOM is committed to helping MBA and BBA students define their career goals and build career management skills

The Summer Business School is comprised of experienced academics and professionals in the business domain.

SBS support consists of coaching, counsel and connections, including personalized one-to-one Career Coaching and group Career Coaching sessions throughout the summer school. These resources help students develop strategic career plans and land the right job.

SBS helps students to prepare for their next career journey whether they would continue at their current employer, make a career change or start a new business endeavor.

## Your Career Journey

Experience  
0 - 2

### Self awareness

- Who you are
- What skills you bring
- Familiar and unfamiliar roles and industries of interest

Experience  
2 - 5

### Exploration

- Assess gaps and aspirations for industry/role
- Transform ideas into targets
- Learn job search techniques

Experience  
+5

### Execution

- Close gaps in skills, exposure and connections
- Recognize industry specific time frame & hiring practices
- Get job/internship interview ready





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## Personal touch

Take the opportunity to have the in-person dynamic communication with leading lecturers. Take and give immediate feedback and articulate on topics and issues with experienced professionals.

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## Global Perspective

Understand global business practices by learning from industry professionals who spent years in European and Global companies. Learn what skills are critical in the rapidly changing business environment and how to become or stay relevant in the global context.

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## From Aspiration to Reality

In order to develop a mindset for a successful career students have to get a feeling of the real world challenges and approaches. SBS will deliver that point of view through real examples from accomplished professionals.

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## Inspiring stories

Each success has its own story and students will have the opportunity to learn more about the lecturers successes and struggles throughout their career.

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## Responsible leadership

Students are challenged to engage not only in understanding how to create successful and profitable decisions, but to act in accordance to a code of conduct that would benefit the whole society.

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## Right Context

SBS Lecturers are able to translate global practices into the local and regional business context and to give a glimpse of the key participants in each domain.

## NBU SOM Opportunities for Employers

- You want to give your best employees career development opportunities through an in-depth training?
- You want to include aspiring team members in the decision making curve?
- You want to create a strategic brainstorm group within you company?

NBU SOM gives you an opportunity to take your employees, mid-managers and executives through a tailored journey and learn from a distinguished group of leading professionals in wide range of domains. We can launch exclusively, adapt or fully tailor a 1-4 weeks programme that suits your needs and helps you accomplish your long-term strategic goals.

## Department of Business Administration and Management

Contacts:

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