

Title of BIP: Sustainability in the business world

General information

Objectives and Description:

The aim of this Blended Intensive Programme is to offer students different perspectives on sustainability and transition. The programme aims to provide students with the accounting, sociological and economic tools to address social, environmental and governance challenges at national, European and international levels.

Methods and outcomes:

1. Report on reasoning based on a given subject:
 - a. Define an approach and use concepts to analyse a given phenomenon.
 - b. Build a scientifically-based argument.
 - c. Use a multidisciplinary approach.
 - d. Write a study on a complex subject in a structured and coherent manner.
 - e. Carry out assignments and report on them.
 - f. Conceive and overview to monitor the organisations performance.
2. Manage a project team:
 - a. Make sense of analysis and action.
 - b. Mobilise and manage the appropriate resources.
 - c. Contextualise the positioning of a project considering the environment.
3. Adopt an appropriate professional attitude:
 - a. Use project management to capitalise on their research and monitor the progress of the project.
 - b. Organise an event (student initiatives/contributions to a Business Club action, SUMMPS).
 - c. Innovate, dare and create.
 - d. Adapt their speech to the audience.
 - e. Work together to build an autonomous learning approach.
 - f. Mobilise personal resources and technical skills for a professional task.

Field of Education:

Economics and business

Target audience / Participants profile:

Third and fourth grade students

No of ECTS issued:

The award of 6 ECTS credits is conditional upon participation in the distance learning course and the intensive week, and the achievement of a final average of 5/10 or more.

Language of instruction and requirements:

Working languages: French, Spanish, Italian, Romanian (with PowerPoint support in English) or English and inter-comprehension in Romance languages.

Dates for physical activity:

From 7 to 11 April 2025 (arrival on the 6th and departure on the 12th).

Location of physical activity:

Universidad de Zaragoza, Zaragoza, Spain.

Dates for virtual component:

From February to March, a total of 5 online sessions to be agreed with the working group.

Virtual Component Description:

Each student must select one topic from the topic list. In order to guarantee that these groups are truly international, there can only be one student per institution in each topic group. If there are more than six participants per institution, no more than two students of the same institution can collaborate on the same topic.

During the preparatory phase of the BIP (online learning period, students will get to know each other in a WhatsApp topic group (organized by the topic teacher), follow a workshop on intercultural communication and write a group paper answering the guiding questions for each topic.

It is essential that students are aware of the different situations and the economic structures of each participating country. Each student will therefore provide his or her national perspective on the different topics. After finishing the group topic paper, each group will prepare a presentation with the key findings.

Organizing Board

Receiving/Host university:

Universidad de Zaragoza, Spain (Natalia Arias, nariasll@unizar.es)

Sending/Partner universities:

P1. Université Savoie Mont Blanc, France (Myriam Donsimoni; myriam.donsimoni@univ-smb.fr)

P2. Guarda Polytechnic, Portugal (Ascensão Maria Martins Braga; sbraga@ipg.pt)

P3. Universitatea de Vest din Timișoara, Romania (Laura Brancu; laura.brancu@e-uvt.ro)

Detailed programme

1. Planned activities during virtual component:

Each student must write a report together with his or her working group on the chosen topic. The available topics are Digital performance and sustainability, Sustainability approaches in Intercultural Business ethics, Non-financial reporting: creating value through sustainability reporting y Sustainability and economic growth: towards new European models. The choice of topic will be made at the beginning of the BIP and working groups will be formed with students belonging to the same topic.

2. Planned activities during physical component:

1st day:

Opening BIP

Presentation of the hometown universities and countries (10 min per group)

Coffee Break
Workshops "Team work communication and presentation"
Lunch
Introduction to Pecha Kucha
Oxford debate guidelines
Team working - Preparation for Pecha Kucha
Home countries specialties

2nd day:

1st round Pecha Kucha
Coffee Break
2nd round Pecha Kucha
Lunch
Summary & Reflections & Voting best paper
Guest lecture
Oxford debate Q&A
Team working - Preparation for Oxford debate

3rd day:

Oxford debate Group 1&2
Coffee Break
Oxford debate Group 3&4
Guest lecture
Lunch
Summary & Reflections & Voting best debate
Outdoor activity
Dinner

4th day:

National Pressure Cooker - introduction and preparation
Coffee Break
National Pressure Cooker Presentation
Lunch
City tour

5th day:

Personal perspective - introduction, drawing rooms
Preparing personal portfolio
Coffee Break
Presenting personal portfolio (3 sessions)
Lunch
BIP Evaluation (free time)



Application procedure

Students (5-6 per university) will be selected on the basis of their interest in taking part in the programme and their level of English.

The organizing university will cover the costs of accommodation and meals (breakfast and lunch) for the students.

Deadline:

Until 30th November

