BIP GENERAL PRESENTATION

GENERAL INFORMATION
DATES FOR PHYSICAL ACTIVITY: **15/3/2027 to 19/3/2027**
PROPOSED PERIOD FOR VIRTUAL COMPONENT: **1/2/2027 to 12/3/2027**
LOCATION OF PHYSICAL ACTIVITY: **Universidade Politécnica**
TARGET AUDIENCE / PARTICIPANT PROFILE: *0413- Management and Administration* *0414- Marketing and Advertising*
NO. OF ECTS ISSUED: **3-6 ECTS**
LANGUAGE OF INSTRUCTION AND REQUIREMENTS **English**
REQUIREMENTS/PRE-REQUISITES: Students: **Bachelor; Master**
ORGANIZING BOARD: Host university **: UPG USMB UNIZAR UVT**
PROGRAM
TITLE: ***Cross-Cultural approach to Sustainability in a Globalized Context***
SHORT DESCRIPTION of BIP: *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.* *During the BIP days the focus is on in-depth study, comparison, application, discussion and presentation of the results between the different topics. Students will be asked to study the way the four topics are interrelated and influence one another. During the BIP days students will present, discuss, research and reflect on the four topics and create a deeper understanding of the interrelationship between the topics and the way in which the issue of sustainable companies is viewed from distinct cultural backgrounds. Collaboration during the preparatory phase will take place in MS Teams or Zoom and Moodle.*

SHORT DESCRIPTION of the Virtual Component:

We will use a blended learning methods: 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 (1- Digital performance and sustainability; 2 - Sustainability approaches in Intercultural Business ethics; 3 - Sustainability reporting: creating value through sustainability reporting; 4 - The sustainability of a growth economic model). Each student will therefore provide his or her national perspective on the different topics. Coaching will be provided by the professors connected to each topic.

PROPOSED SCHEDULE:

Online : /2/2027- 12/3/2027

On site: 15/03/2027 to 19/03/2027

APPLICATION PROCEDURE

REQUERIMENTS:

English: B