

# **Learning Across Borders: Experiences with Blended Intensive Programmes as European Innovation Formats**

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## Blended Intensive Programme - BIP



(Co-)Funding by the EU through Erasmus+



Co-funded by  
the European Union



Foster cooperation between European universities and intercultural exchange



Work on real issues in mixed international teams



Involve diverse student groups



Develop and apply innovative learning and teaching methods



5 BIPs with HSZG participation (Faculty of Managerial and Cultural Studies)



€22,800 Erasmus+ funding acquired for hosting



10 different participating universities from CZ, PL, FR, DE



almost 200 participating students in total from around 20 nationalities

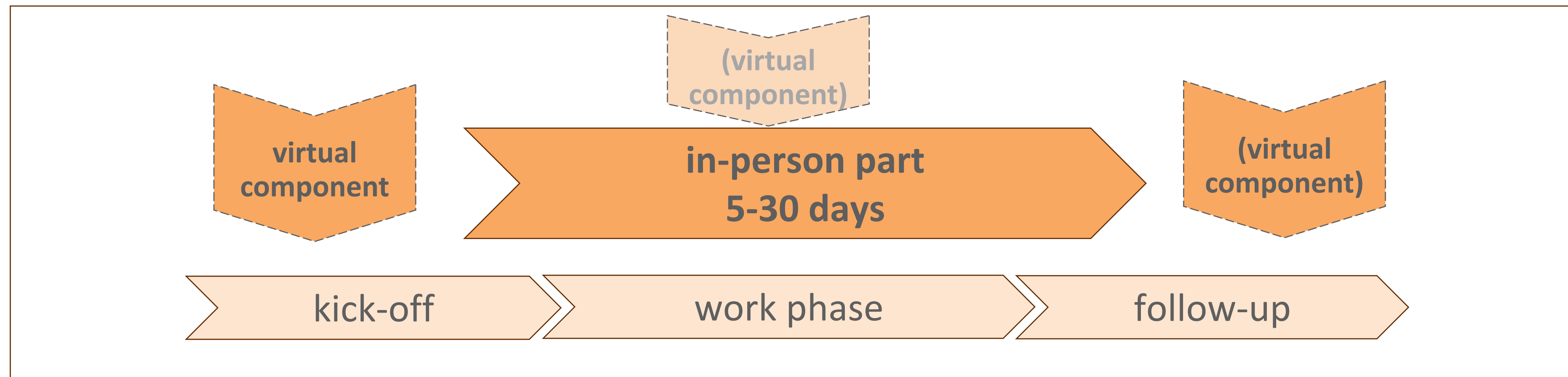


over 20 companies and institutions involved in the topics



# The "classic" BIP Model of Erasmus+

- **Three or more universities from three programme countries** are usually involved, with **one acting as the host**.
- Each partner university of the BIP can send **up to ten students\***.
  - ✓ A main topic or case study is usually worked on for a brief period - 3 ECTS for students.
  - ✓ At least one virtual part must be combined with one physical mobility.



\*The host is funded for a maximum of 10 incomer students, there must be at least 15 incomers in total



# Two-BIP-example: IPW Prague–Görlitz–Lyon

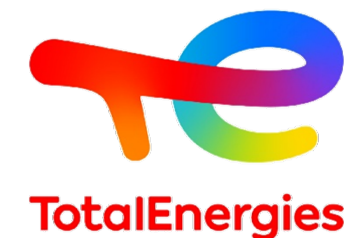


## Partner Universities



# IPW

INTERNATIONAL PROJECT WORKSHOP

Six large international  
companies were involved.

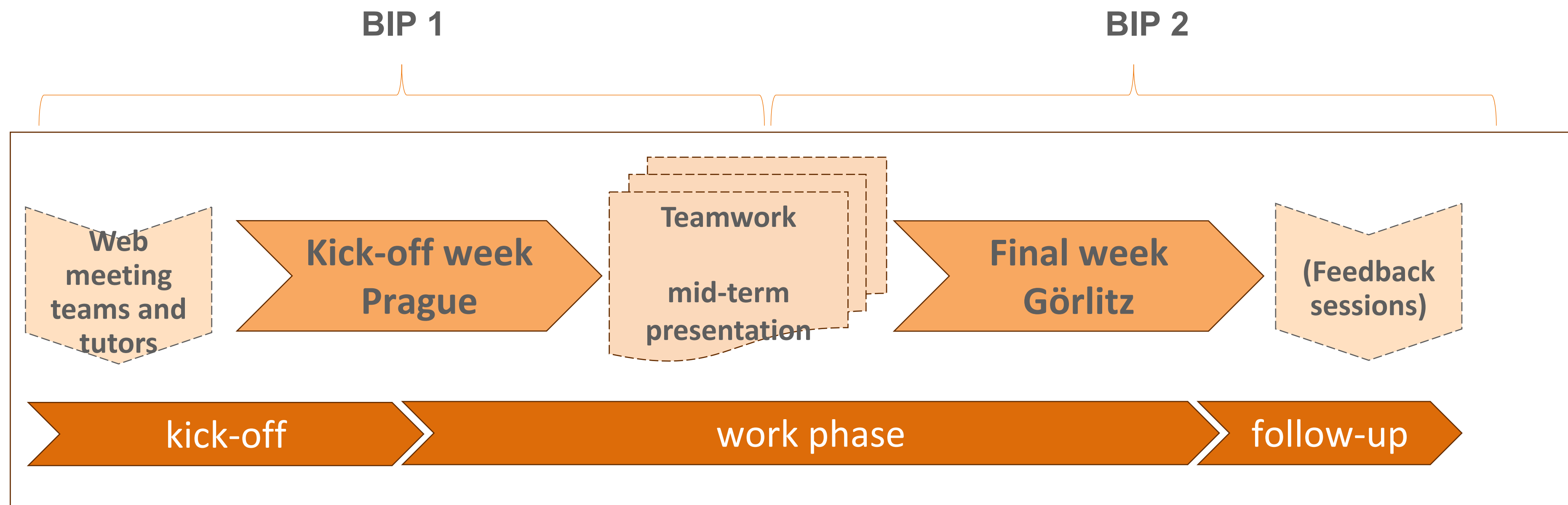


Each company had  
its individual challenge

-  Innovative Products and Services
-  Communication Strategies
-  Market Research
-  Brand Management
-  Advanced Recruiting Tools

# Our two-BIP Model for “IPW”

- ✓ Company challenges in various areas, which are usually dealt with over a period of 10 weeks – 5-6 ECTS for students.
- ✓ Two or more virtual components are combined with two physical mobilities.







# Highlights IPW

## Intercultural Evenings

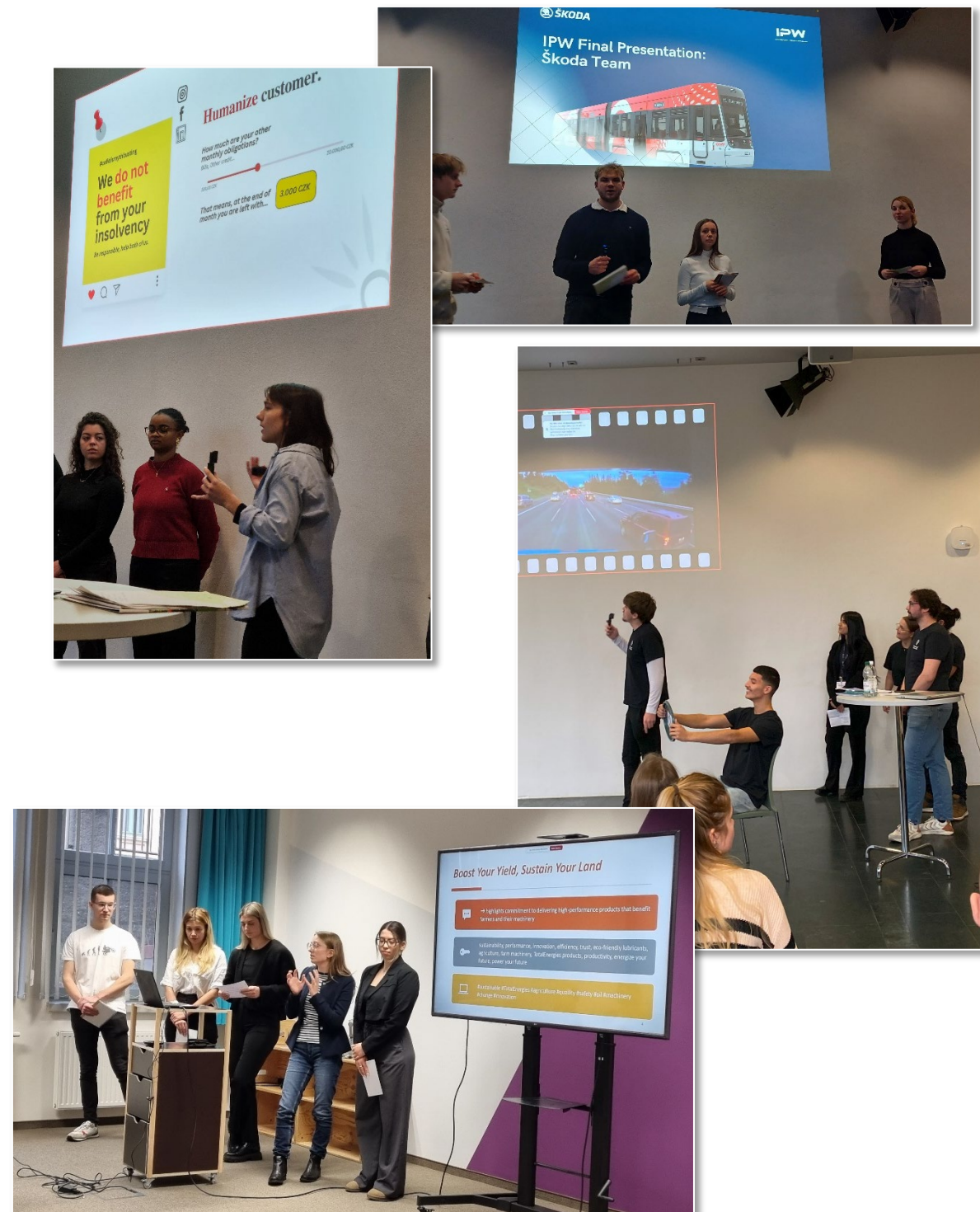
## Presentations to the companies



## Input sessions, Teamwork, Coachings



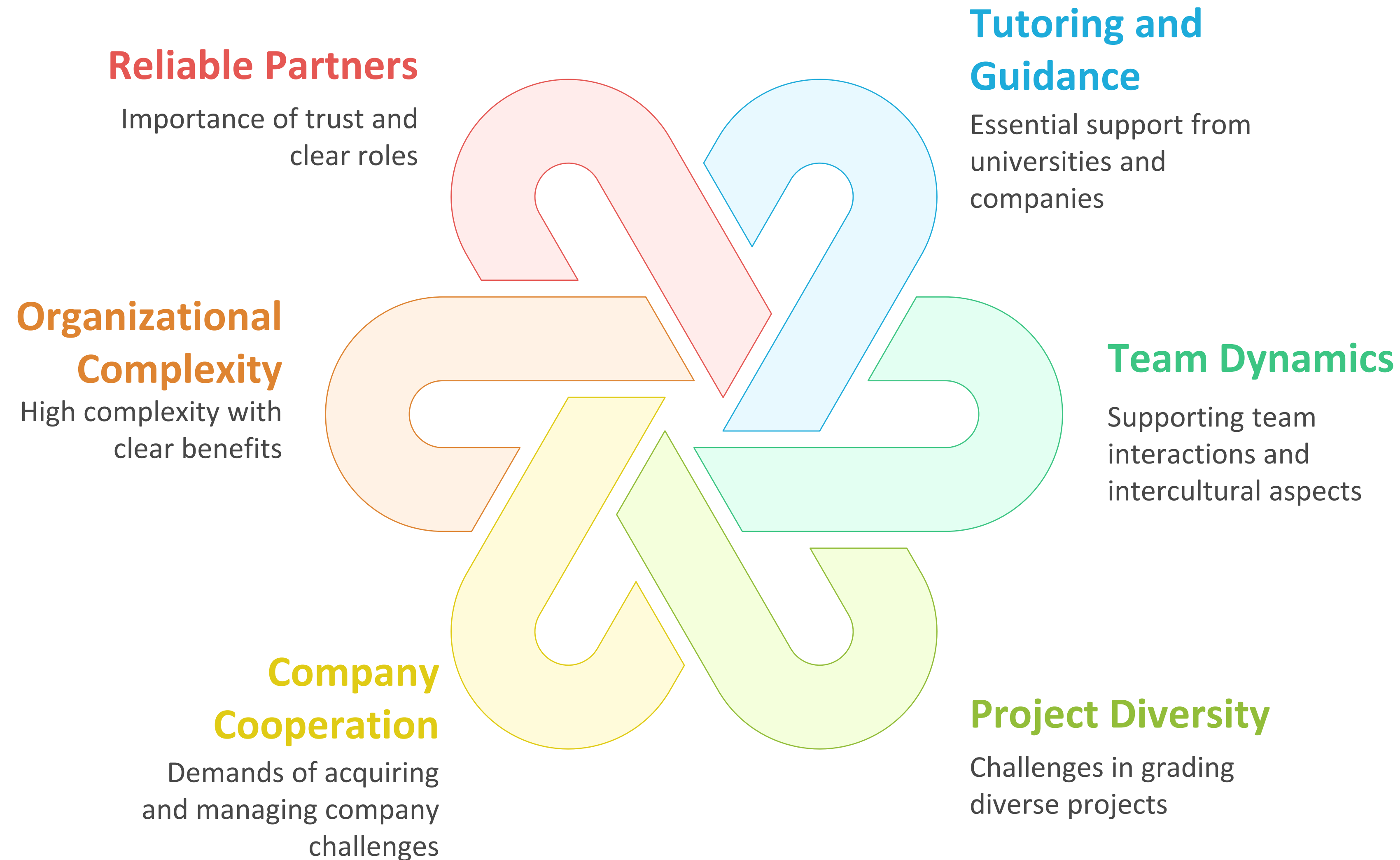
## Company visits







# Some of our 'lessons learned' from IPW





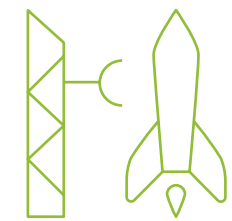


# Summary: Pros and Cons of a two-BIP Combination

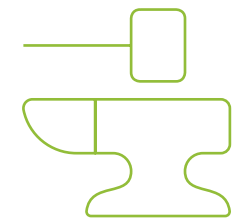
## Pros



**Team building**



**Performance phases**



**Quality results**



**Student ownership**

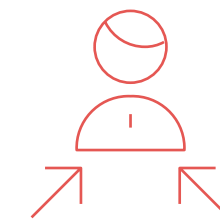


**Sustainable networks**

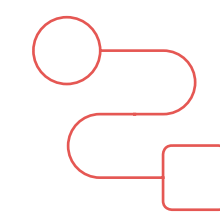


## Cons

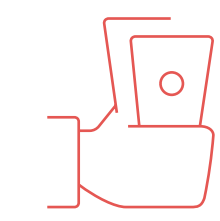
**High effort**



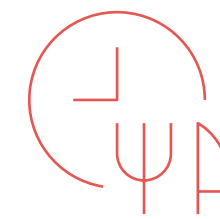
**Complex coordination**



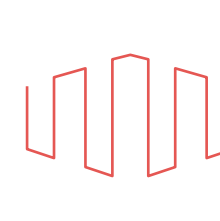
**High costs**



**Time demands**

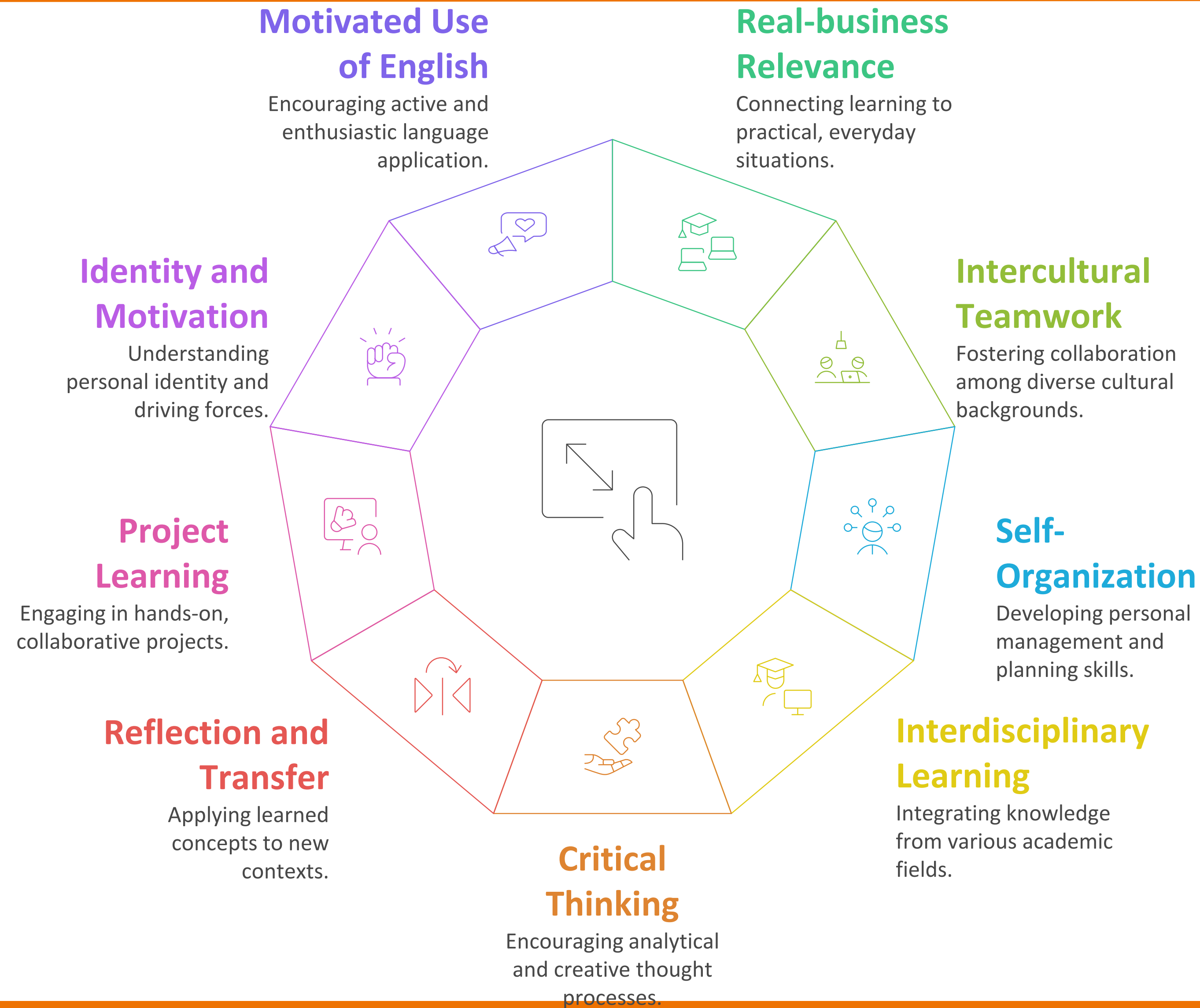


**Company involvement**





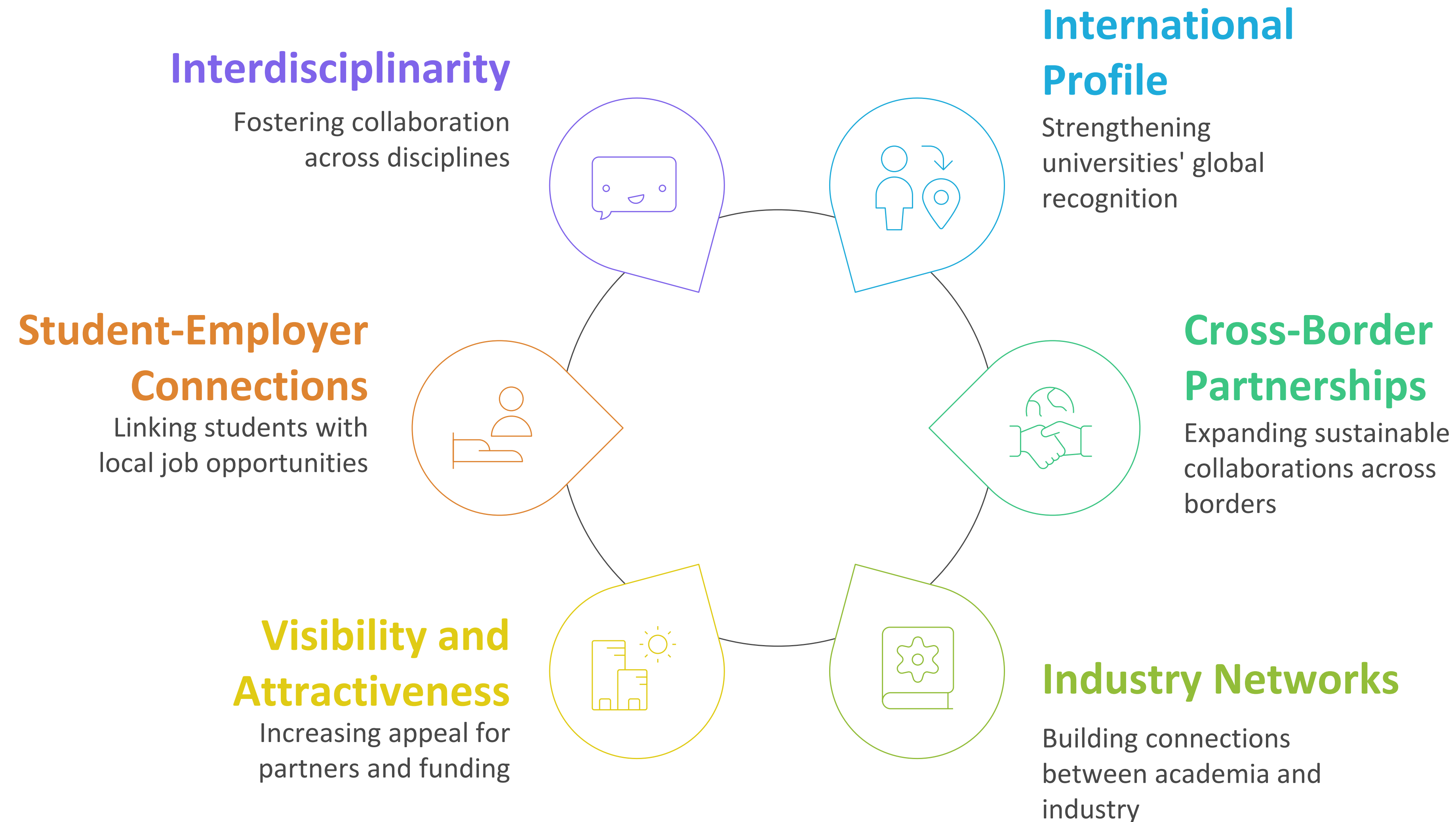
# Advantages of international project-based learning







# Strategic Values of BIPs for Universities and Region









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