

ANEXO I

<u>General Information</u>
Dates for physical activity: February 19 th -23/24 th (18 th and 24 or 25 th are considered travelling days) and for ice breaking session intensive week at Parma University (Italy).
Proposed period for virtual component: The course is divided into three parts: a pre-lecture period (online individual asynchronous learning), an online intensive synchronous teaching and guiding period (online teamwork), and a short-term in-presence group mobility abroad, which will gather Students, Companies Officers, and Professors of Italy, Japan, Portugal, Spain and Romania (Academic Year 2023- 2024). Synchronous courses during the months of November 2023 to February 2024.
Location of physical activity: Parma University (Italy) Department of Economics and Management, Via J. F. Kennedy, 6 – 43125 Parma (IT).
Target audience / Participant profile: Bachelor Degree students. The aim of the course is to encourage students to develop a business plan with a long-term perspective as to how a business (or other) organisation can transform itself both in terms of broad strategy and day-to-day operations to contribute to a more sustainable socioeconomic development. Sustainability will be studied under at least its three most basic pillars: economic (profitability); social (contribution to harmonious relationships in society and with all stakeholders in particular) and environmental (net impact on the natural environment in resource usage and waste disposal). To this extent, the course goes beyond a traditional business plan, where the focus might only be on the bottom-line profitability but will still include profitability estimates as the pillar of economic sustainability of the proposed plan. Sustainable development is understood in the classic Brundtland sense as «development which meets the needs of the current generation without compromising the ability of future generations to meet their needs»; and the UN Sustainable Development Goals (SDGs) will serve as a backdrop to illustrate distinctive ways in which different businesses can make their contribution to sustainable development. By taking this course, students can improve their understanding of global business, cross-cultural competency, analytical skills, and international team building including online communication and management skills related to business issues.
No. of ECTS issued: 6 ECTS
Language of instruction and requirements English
Requirements/Prerequisites:

To apply for this program, students must be regularly enrolled at one of the participating universities.

Applicants must be enrolled at the degree of Business Administration or the double degree in Business Administration and Informatics Engineering at the Faculty of Social and Sciences at the University of Zaragoza.

The following documents are required:

- English proficiency. At the time of the application submission, applicants must possess an English language competence at the B1 level (CEFR), or above.
- Student score Transcript of Records.
- Motivation letter.

Organizing board:

Parma University (Italy).

Partner universities:

The University of Parma, jointly with:

- University of Coimbra, Portugal
- University of Iași “Alexandru Ioan Cuza”, Romania
- University of Seville, Spain
- University of Zaragoza, Spain
- Kwansai Gakuin University, Japan (Associate Partner)

Program:

Title:

International Sustainable Management and Reporting. KA1 - Blended
Intensive Programme (BIP)¹

Program Objective

The Blended Intensive Program, titled ‘International Sustainable Management and Reporting’, aims to introduce some contemporary business frameworks and topics and provide students with skills to analyze and find practical solutions for actual business issues with people from different backgrounds using online platforms and Business-oriented Apps. Students will be facilitated by Professors and Companies Officers to accomplish an International, collaborative and technology-enabled educational experience.

Given this aim, the course is divided into three parts: a pre-lecture period (online individual asynchronous learning), an online intensive synchronous teaching and guiding period (online teamwork), and a short-term in-presence group mobility abroad, which will gather Students, Companies Officers, and Professors of Italy, Japan, Portugal, Spain and Romania (Academic Year 2023-2024).

The structure of the course is aimed to stress the innovative, intensive cooperation among historical partners combining short-term physical mobility with a compulsory virtual synchronous and

asynchronous component, development of joint blended mobility curricula, and activities managed by a transnational and transdisciplinary team. The Blended Intensive Program is clearly adding value compared to existing didactic activities offered by the participating higher education institutions.

During the first academic year the initial component of the proposed BIP (synchronous and asynchronous teamwork and lessons) will be offered during the second Semester AY 2023- 2024. Participants will attend the intensive online synchronous and asynchronous seminar sessions, will work on a group project with students from other participating universities, and will present the final group findings. The projects will involve at least two private organizations, e.g. three enterprises.

The above achievements will be stressed in the last part of BIP when all students, representatives of companies and professors will join in Italy (February 19 –23, 2024).

Structure AY 2023-2024

- 5 (3) HEIs from 4 program countries (Italy, Portugal, Romania, and Spain).
- 1 HEI from Japan.
- 30 participants (students) selected in the 6 HEIs from five program countries.
- 6 ECTS credits.

Before, during and after physical mobility mandatory virtual components facilitating collaborative online learning, exchange, and teamwork are planned, as detailed below. The Blended Intensive training is structured to let students work simultaneously on specific assignments integrated into the program and count towards the overall learning outcomes; please see below for details on the assignment's structure and the overall learning outcomes.

Learning Goals

By taking this course, students can improve their understanding of global business, cross- cultural competency, analytical skills, and international team building including online communication and management skills related to business issues.

Course Schedule

Pre-lecture Period (Online individual lecture series): 13 sessions.

Session	Contents	Course format	Assignments
1	Course Introduction	On-demand lectures	Watch recorded assignments by host companies and submit preference sheet
2	Q&A List Submission	Asynchronous	Arrange questions into a list with a group
3	Ice Break and Team Building	Synchronous	

4	Q&A session for assignments by host companies	Asynchronous	Q&A session with a host company
5	Business Design and Design Thinking	On-demand	
6	Problems Identification and Inspiring Ideas	On-demand	Inspiring ideas
7	Value Proposition	On-demand	Value Proposition Canvas
8	Business Model Canvas	On-demand	Business Model Canvas
9	SWOT	On-demand	SWOT
10	Web Strategy	On-demand	
11	Business Plan 1 (Concept)	On-demand	
12	Business Plan 2 (Presentation)	On-demand	Business Plan
13	Online Interactive session (Brainstorming)	Synchronous	

Notes related to the Pre-lecture Period:

Session 1.

Students will watch recorded assignments provided by host companies and submit individual questions of assignments and the preference sheet to choose host companies.

Session 2.

In terms of individual questions, student will be guided to point out what kind of questions may need to ask the company representatives of the chosen company and what kind of information they may still need to obtain in order to present the student proposed solution. Questions will be arranged into a list at group level. Each group leader will upload the report to Google Drive.

Session 4-12.

Sessions 4-12 will be available on-demand, and the 13th session will be synchronous, deadline for the assignments (Inspiring ideas, Value Proposition Canvas, Business Model Canvas, SWOT, and Business Plan) will depend on universities representatives in order to allow flexibility.

Intensive Course Period (Online group work series): 13 sessions/ Day1-6

Schedule	Session	Contents	Course format
Day1	1	Introduction; Group Work (Inspiring Ideas)	Synchronous
	2	Presentation (Inspiring Ideas)	Synchronous
Day2	3	Group Work (Business Model Canvas)	Synchronous
	4	Presentation (Business Model Canvas)	Synchronous
Day3	5	Group Work (SWOT analysis)	Synchronous
	6	Presentation (SWOT)	Synchronous

Day4	7 8	Group Work (Business Plan) Presentation and Tutorial with an instructor and guest commentators	Synchronous Synchronous
Day5	9 10	Rehearsal Rehearsal	Synchronous Synchronous
Day6	11 12 13	Final Presentation (Business Plan) Final Presentation (Business Plan) Wrap-up and Course Evaluation Survey	Synchronous Synchronous Synchronous

Content Details related to the Intensive Course Period.

Schedule	Contents	Activities	Objectives
Day1	1. Introduction 2. Technology training 3. Inspiring Ideas	<ul style="list-style-type: none"> Course schedule and objectives Instructions of using Zoom, WhatsApp, Google drive, Facebook (alumni page), group training Each student will complete a one- sheet format to inspire idea of addressing issue/s provided by student host company (please, see below) Share student ideas with student group members 	<ul style="list-style-type: none"> Understand objectives and due date Become familiar with several communication tools Develop knowledge about a host company
Day2	1. Presentation (Business Model Canvas) 2. Business Plan	<ul style="list-style-type: none"> Present Business Model Canvas to all students Share Business Model Canvas with group members 	<ul style="list-style-type: none"> Analyze business models using Business Model Canvas Share ideas and create a business plan
Day3	1. SWOT analysis 2. Business Model Canvas	<ul style="list-style-type: none"> Present SWOT analysis Share SWOT analysis with group members Assessing each building block of Business Model Canvas using SWOT analysis 	<ul style="list-style-type: none"> Accumulate additional knowledge about host companies with feedback Expand a host company's knowledge of stakeholders

Day4	1. Tutorial with an instructor 2. Prototype your business plan	<ul style="list-style-type: none"> • Build a prototype of your business plan • Brush up Business Plan with group members • Present Your Prototype and obtain feedbacks • Modify Business Plan with group members 	<ul style="list-style-type: none"> • Consider problems and solutions • Analyze Business Plan
Day5	1. Rehearsal	<ul style="list-style-type: none"> • Present a business plan to all students • Receive feedbacks and reflect comments on your business plan • Streamline your business plan • Prepare final presentation 	<ul style="list-style-type: none"> • Practice a business presentation
Day6	1. Final group presentation 2. Wrap-up	<ul style="list-style-type: none"> • Deliver final presentations (Business plans) to host companies for consideration • Summarize all sessions 	<ul style="list-style-type: none"> • Present a business plan in appropriate business manners and receive feedback effectively • Identify key takeaways

Assignment Details

Online Individual Lecture Report (30%)

1. Inspiring Ideas
2. Value Proposition Canvas
3. Business Model Canvas
4. SWOT
5. Business Plan

1. Inspiring Ideas.

Students will be asked to write a business idea of their own product or service that address the proposed problem/s by the company. They will try to identify customer's problem, point out three selling points. It will be accomplish using conceptual maps and a 250-word short note. Both will be useful to define the student's business idea. Scan your paper after hand-writing your idea. It will be scan and shared online along with other assignments.

1. Value Proportion Canvas.

Students should write a 500-word report on their host companies using Value Proposition Canvas (customer job, pains, gains, gain creators, pain relievers, and products and services). They will develop their Value Proposition Canvas by using a format sheet provided by the lecturer.

2. Business Model Canvas:

Students will be requested to write a 500-word report on their host company using Business Model Canvas (Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segments, Cost Structure, Revenue Streams). Develop your Business Model Canvas by using Canvanizer (<https://canvanizer.com>).

3. SWOT.

Students will provide a 1000-word report on their host company and its industry in accordance with the SWOT analysis. They will try to identify competitors and customers of the host organization first and find *internal factors* (the strengths and weaknesses internal to the company) and *external factors* (the opportunities and threats presented by the environment external to the company) that may affect the business outcome of your host companies. To support student discussions, they will be asked to search rationales and coherent information from relevant articles regarding host company, including the website, newspapers, and business magazines.

4. Business Plan.

A 5-page PowerPoint slide regarding a business plan on the host company will be prepared. The contents of the report need to be included an assignment/task of the host company, ideas as to why you propose the solution, and brief analysis of market and customer analysis.

Group Presentation on Preliminary Research (Inspiring Idea 10%, Business Model Canvas 10%, SWOT 10%) (in total 30%)

Students' Group will be present in 10-minute short report on the assigned business project. Briefly they will address the following topics: idea to solve problem, company analysis (using SWOT) and tentative solution (using Business Model Canvas).

Final Group Research Presentation (30%)

The company's representatives and academic instructors will be address with a 10-minute presentation of the findings of students' group project. Hence, students will state their assigned business issues and present their solutions for the issues. The business plans may include executive summaries, problems, market analyses, value propositions, and milestones. Students are expected to present their solutions in a professional manner and to support solutions with reasons and evidence.

Individual Reflection Report (10%)

A 1000-word reaction note in terms of learning and challenge in the course will be provided by each single student. In the critical reflection paper, students are asked to touch upon the following points.

- What did you learn about the company and its industry?
- What did you learn about yourself (attitude, perception, presumption, values) regarding the group work?
- How did your experience in the course redefine your career plan?

Evaluation

- 1) From Pre-lecture Period (Online individual lecture series):
Online Individual Lecture Report (30%)
- 2) From Intensive Course Period (Online group work series and Short-term physical group mobility)
Group Presentation on Preliminary Research (30% = Inspiring Idea 10% & SWOT 10% & Business Model Canvas 10%)
Final Group Research Presentation (30%)
Individual Reflection Report (10%).

References for the BIP course

1. Friend, G. & Zehle, S. (2004). *The Economist Guide To Business Planning*. Profile Books.
2. Brown, T.(2009). *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*. HarperBusiness.
3. Osterwaider, A. & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley.
4. Osterwaider, A. & Pigneur, Y. (2014). *Value Proposition Design*. Wiley.
5. Richard Steers et al. (2013). *Management Across Cultures, Developing Global Competencies*. 2nd ed. New York: Cambridge University Press
6. Roger M. & James M. (2012). *Canada: What It Is, What It Can Be*. Toronto: University of Toronto Press.