

## Title of BIP: Diversity and sustainability in global business

<u>General information</u>
<p><b>Objectives and Description:</b> The programme will be structured around three main topics relevant for students who wish to work in an international context; intercultural communication, workplace diversity and inclusion, sustainability and business ethics. Central theories within these fields will be introduced and implemented in the learning activities, with the specific objectives of developing the participants' critical reflection skills and improving their international competence. Specifically, this year's edition will introduce these topics considering that the BIP takes place in Brussels, the headquarters of the European Union. For this reason, the role played by different European institutions and organizations in these issues will be analyzed.</p>
<p><b>Methods and outcomes:</b> The development of this BIP includes a variety of methodologies to encourage more active learning among participants. Beyond the traditional lecture format, there will be a stronger emphasis on active student participation both inside and outside the classroom, with debate and discussion activities conducted in groups. There will also be various contributions from professionals and officials from European institutions, as well as visits to companies, cultural sites, and the EU institutions themselves. All of this aims to create a context that fosters greater interaction among participants from different universities to achieve enhanced learning.</p>
<p><b>Field of Education:</b> Economics and Business</p>
<p><b>Target audience / Participants profile:</b> Economics and business degree students with an interest in working in an international context.</p>
<p><b>No of ECTS issued:</b> 3 ECTS</p>
<p><b>Language of instruction and requirements:</b> English language skills necessary to follow the lectures and work independently (B2 at least).</p>
<p><b>Dates for physical activity:</b> 17.03-2025-21.03.2025</p>
<p><b>Location of physical activity:</b> Odisee University, Brussels, Belgium.</p>
<p><b>Dates for virtual component:</b> 17.02.2025 (from 18:00 to 19:30)</p>
<p><b>Virtual Component Description:</b> There will be a mandatory briefing session via the Microsoft Teams platform, which participants must attend. However, prior work (individual or group-based) will be required, involving reading a series of documents and preparing a set of questions.</p>
<u>Organizing Board</u>
<p><b>Receiving/Host university:</b> <b>Odisee University</b>, Belgium (Martin Todd, martin.todd@odisee.be)</p>



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**Sending/Partner universities:**

*University of Zaragoza, Spain (Javier Montero, montero@unizar.es)*

*Kristiania University College, Norway (Hanne Stavelie, Hanne.Stavelie@kristiania.no)*

*Griffith College, Ireland (Kevin O’Hara, kevin.ohara@griffith.ie)*

**Detailed programme**

- 1. Planned activities during virtual component:** Specific activities to be defined. However, as an example, in last year's edition, participants had to read a series of pre-assigned readings and work on a set of questions before a designated day. The theme of these readings was cultural differences between countries and existing stereotypes. During the virtual session, these readings were discussed through a series of activities, aimed at initiating the participants' first contact with each other.
- 2. Planned activities during physical component:** Specific activities to be defined. The physical part will last 5 days (from Monday, March 17th to March 21st). Its objective is to move beyond traditional lectures and include various activities that encourage active student participation, aiming for deeper learning in the BIP's themes. During theoretical classes, speakers will briefly introduce a series of concepts and tools, which students will work on in groups, followed by a general discussion involving all participants. Additionally, a significant portion of the activities will take place outside the classroom, including visits to companies, European institutions, and some cultural visits (a trip to Bruges and/or Ghent is planned for Friday).

**Evaluation**

The evaluation consists of three parts which must be approved to pass the course:

**Compulsory attendance:** Participation in both the virtual and physical programme is compulsory. The physical mobility requires attendance at Odisee University from Monday 17th March – Friday 21nd March. Students are expected to participate actively in activities and to engage with each other to create cross-cultural connections and to explore different ideas and perspectives.

**Group submission:** Students prepare and publish a short report in a joint social media space created for the BIP. The report should be based on a particular take-away from the week related to diversity & inclusion and/or ethics & sustainability. Students are also required to comment on each other’s posts.

**Individual submission:** Students write a reflection paper (1-2 pages) about their learning experience, including tips for further development of this programme.

Students who complete the activities and get their coursework approved by the course instructors will get a certificate for the BIP from Odisee University with the grade: Pass with distinction.


**Expenses and organizational funding.**

**Accommodation:** Each student is free to find accommodation independently, but the BIP organization has already reserved a number of rooms in a hostel near the Odisee University campus. As a guideline, the cost for 6 nights is 200 euros for a 6-person room (prices increase for fewer occupants).

**Catering:** Students cater for themselves, but there is lunch included at Odisee University most days (probably all days).

**Excursions in the programme:** Entrances are included/paid by Odisee University (organisational funding).


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## ESTUDIANTES DE LA UNIVERSIDAD DE ZARAGOZA

**Condiciones generales:** Las que se describen en la convocatoria:

[https://internacional.unizar.es/sites/internacional.unizar.es/files/archivos/formularios/2324/Erasmus/BIP/convo\\_nounita\\_23.pdf](https://internacional.unizar.es/sites/internacional.unizar.es/files/archivos/formularios/2324/Erasmus/BIP/convo_nounita_23.pdf)

**Condiciones específicas:**

**Nº de ayudas:** 5

**Requisitos:**

\*Estudiantes de la Universidad de Zaragoza matriculados en el curso académico 2024-2025 en los grados que se imparten en la Facultad de Economía y Empresa

\*Conocimiento de inglés de nivel B2 del Marco Europeo de Referencia para las Lenguas, de acuerdo con lo que se señala en la base 4.3 de la convocatoria. Para este idioma y nivel se considerarán del mismo modo:

-Cursar una titulación de grado cuya lengua vehicular sea inglés

-Estar en posesión de un título de bachillerato, o equivalente, obtenido en un sistema educativo extranjero cursado en inglés

**Solicitud:** Disponible desde la URL: <https://sede.unizar.es> a través del Servicio "Gestión de solicitudes (SOLICIT@)" Seleccionar en el menú "Opciones" > "Iniciar Nueva Solicitud" Identificarse con NIP + contraseña administrativa En la opción "Catálogo de solicitudes clasificadas por categorías", elegir "Estudiantes de Grado, Máster, Doctorado, etc". Seleccionar el formulario "Programas Intensivos Combinados –BIP–"

**Documentación a aportar :**

\*Acreditación de conocimiento de inglés de nivel B2

\*Los nacionales de países ajenos al Espacio Europeo de Educación Superior, deberán aportar la acreditación de estar en posesión de un permiso válido para residir en España durante el período de realización de la movilidad.

**Plazo de solicitud: hasta el 5 de noviembre de 2024**



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