

What is BIP?

BIP is blended intensive program that is organized within Erasmus+. This short program gives an opportunity to the students to travel and visit a given country for one week. The students learn about specific topics in an innovative way by using different platforms. The blended intensive programme is a perfect match for students with all kinds of backgrounds and specializations and especially for those that are not able to go on a longer mobility program. The students will need an Erasmus+ STBM Grant from their home university for participation (STBM stands for short term blended mobility).

Where and when?






The BIP will take place **in Helsinki at Haaga-Helia University of Applied Sciences Mon – Fri 20.-24.5.2024** (+ two days for travelling => seven days all in all). Also, a compulsory online kick-off event on Thursday 25th of April at 2.00.-3.30 CET on Zoom will be included.



Explore Cultures and Enhance Skills in Business Relocation (5 credits)

Are you ready to embark on a unique learning journey that combines cultural exploration with practical business skills? Join our BIP on "Developing Cultural Competences through Business Relocation" and visit Finland!

Key Learning Objectives:

-  Collaboration
-  Intercultural Communication
-  Problem Solving
-  Critical Thinking
-  Presentations

Program Highlights:

1. **Intensive Workshops:** Dive into intercultural communication and cultural theory through a Zoom session, setting the stage for the program. Followed by intensive onsite collaborations and teamwork in unique settings.
2. **Real-world Application:** Work on a relocation services case, brainstorm and create a relocation plan, and present it in a business forum meeting.
3. **Cultural Immersion:** Explore Finnish culture through visits to landmarks like Suomenlinna Sea Fortress and engage in recreational activities.
4. **Assessment:** Showcase your skills through graded deliverables - a poster and a sales pitch in groups.

Provisional Program-at-a-Glance:

- **Kick-off Zoom Session:** Team Building and Hofstede's Country Comparison
- **On-site Day 1:** Team building, Cultural fair, Lecture on relocation, and team organization
- **On-site Day 2:** Ideation of relocation plan with Lab 8 tools
- **On-site Day 3:** Pitching Workshop, Sales Lab, Escape room and recreational activities.
- **On-site Day 4:** Coaching for confident presenters, final touch-ups, and Suomenlinna visit, recreational activities.
- **On-site Day 5:** Business Forum - Present your posters and sales pitches, ending the week with afternoon cultural activities and recreational activities.

Assessment: Your deliverables will be assessed by all teachers during the intensive week, with final grading by home university teachers.

Don't miss this opportunity to enhance your cultural competences, networking and learning about cultures in an authentic environment and through a common business venture.

Apply now for an enriching experience!