

MODELO DE PROPUESTA
PROGRAMA INTENSIVO COMBINADO (BIP)

TITLE

Building bridges; local business practitioners meet International students

COORDINATING HEI & MAIN COORDINATING INSTRUCTOR

UNIVERSIDAD DE JAÉN. Sebastián Bruque Cámara, Myriam Cano Rubio

LEARNING OBJECTIVES OF THE BIP

- To provide an empirical approach to actual managerial problems and solutions
- To help the student to interact in an International collaborative working environment
- To improve writing and oral skills for students
- To help students to acquire skills to defend ideas and concepts
- To present actual solutions to actual business issues raised by managers
- To expand and enhance analytical thinking

TARGET PARTICIPANTS (Study cycle, area, language requirements, etc.):

Students in Business Administration or related fields. University of Jaén, EDE and NEOLAiA universities. Students should be proficient in English (at least B2)

PARTNER HEIs (Include estimated number of student taking part in the BIP from each HEI)

EDE Christian University of Applied Sciences, The Netherlands
University of Nicosia, Cyprus
Siaulai State University of Applied Sciences, Lithuania
UBB Babeş-Bolyaiuniversiteit - faculty of Business Administration, Romania

TEACHING TEAM (Who will teach the BIP)

Harry Costin
Hans Linker
Heins Oldemann
Myriam Cano
Bart Ravesloot

PHYSICAL MOBILITY ACTIVITIES (Normally 5 days, What will the participants do during the physical mobility?)

Seminar Classes

Teamgroup sessions
Business Carousel meetings
Work meetings with 5 local entrepreneurs
2 onsite business visits
Paper preparation
Paper presentation

Agenda description:

Monday <i>11th November</i> <u>Classrooms:</u> 15-19:00h ROOM: B5-5	08.30	Visit to the company Picualia. Bus. Rotonda de los pavos (roundabout)
	9:00-13:00	
	15:00	First meeting; explanation of the project + deliverables, registering groups by questionnaires
	16:00	Deadline for group registration
	17:00	Break
	17:30	Preparing questionnaires
	19:00	Deadline for questionnaires
Tuesday <i>12th November</i> <u>Classrooms:</u> 9-15h: C4-7 C4-9 B5-7 B5-9 14-18h: ROOM: B5-5	9:00	Intro IBC
	9:30	Round Sneak Preview - Pitches 3 business practitioners
	10:40	Coffee break
	11:20	Round Sneak Preview - Pitches 2 business practitioners
	12:15	Indicate preference 1, 2, 3 for entrepreneur/company in online form
	12:45	Acknowledgement of the group-entrepreneur assignment + In depth session
	14:00	Lunch
	15:00	Action plan for report
	18:00	Deadline for action plans
Wednesday <i>13th November</i> <u>Classrooms:</u> 15-18:30: ROOM: A4-31	9.00	Visit to Alvic for only Alvic group
	??:??	International students joining project groups
	15:00	Lecture Collecting insights - (Oral presentations, Executive Summary, Reports)
	17:00	Processing research, finding and analysis, draft reports
Thursday <i>14th November</i> A4 19,31 <u>Classroom:</u> 15-18:30 ROOM: A4-31	10:00	Working on reports and presentation
	13:00	= addressing Full group by message
	14:00	Lunch
	16:00	Trial Presentations (max 10 mins per group) - sneak preview
	17:00	Break
	18:30	Finishing final reports and presentations II. Deadline final reports
	21.30	Joint Dinner (?) optional visit Ubeda -> play by ear
Friday <i>15th November</i> <u>Classroom:</u>	9:00	First presentation round 1: Vanadis 2 groups (per group 20 mins presentation)
	10:00	Break
	10:15	Second presentation round 2: Alvic 2 groups
	11:15	Break
	11:30	Third presentation round

9:00-14:30 ROOM: A4-31	12:45- 13.45	Fourth presentation round	
	14.00	Certificates handing in; Final Lunch	

DATE AND PLACE OF THE PHYSICAL MOBILITY

November 9-16, 2024

VIRTUAL COMPONENT (What will the participants do during the virtual component?. Indicate also approximate dates. This activity may include: forums, remote work, video conferences, joint reports, online work)

Video conference and remote work on the Olive Oil Industry structure in Jaén; seminar work on methodology for Business Carousel interaction and paper writing and presentation. Introduction to the consultancy industry. 7, 8 November, 2024

NON-TEACHING ACTIVITIES PLANNED DURING PHYSICAL MOBILITY (cultural activities, field visits, company visits...)

2 visits to Alvic and to Picualia. Discussion panels with local entrepreneurs.

ECTS LOAD (How many ECTS will the participants get, between 3 and 6 credits)

3 ECTS

EVALUATION OF RESULTS

Evaluation assessment based on:
Daily class perusal and assessment made by panel of 5 teachers 40%
Quality of paper writing, 30%
Quality of paper presentation, 30%

FINANCIAL REPORTS

Overall expected budget: 7.500 euros.