
BLENDED INTENSIVE PROGRAMMES (BIPs)

Template Ulysseus BIP proposal (T7.3)





Developing Cultural Competences through Business Development

General Course Information

Course Description: **This course is aimed at everyone who is interested in international business:** Are you ready to embark on a unique learning journey that combines cultural exploration with practical business skills? Join our BIP and explore cultures and enhance your skills in business relocation whilst visiting Nice in the Côte d'Azur!



- **Ulysseus Priority topics:**
 - Entrepreneurship
 - Multilingual & intercultural competences;
 - Citizen Engagement



- Transversal/Interdisciplinary topics aligned with the Ulysseus Mission
- Equity Diversity & Inclusion

- Target group:
 - Students

- Level (for students): Any levels but especially BACHELOR or MASTERS

- Field of study (and ISCED codes):
 - 003/0031 Personal Skills and development
 - 023 languages
 - 311 Social and behavioural sciences
 - 041 Economics
 - 041 Business Administration
 - 048/0488 Inter-disciplinary programmes and qualifications involving business, administration and law

- Course dates from (please including the dates of the virtual part and + the physical part) **15/ 04/ 25**, and **19/05/25** to **23/ 05/ 25**

- Registration dates are open from **01/ 12/ 24** to **28/ 02/ 25**

Course Content

- **Course Outline:**

Students will explore and raise their awareness of intercultural aspects of communication in business contexts.

- **Program Highlights:**
- **Intensive remote workshops:** Develop your intercultural communication skills and discuss cultural theory through a Zoom session, setting the stage for the program.








- **Real-world Application:** Work on a business development proposition, brainstorm and create a business plan for a real local company and present it in a business forum meeting.
- **Cultural Immersion:** Explore French/Niçois culture through visits to cultural, historical and economic landmarks such as The Port of Nice/Fort de Mont Alban/Villefranche-sur-Mer/Grasse/Eze and engage in local recreational activities.
- **Assessment:** Showcase your skills through graded deliverables - a poster and a sales pitch in groups.

Your deliverables will be assessed by all teachers during the intensive week. 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!

- **Course content:**
The **main topics addressed** on this BIP.

Key Learning Objectives:

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

Learning Outcomes:

Following this course, students will be able to:

- work effectively with team members from different cultural backgrounds;
- understand and navigate cultural differences which can sometimes cause team malfunctions;



- use project management techniques for planning and problem solving; engage in critical thinking from an international perspective;
- suggest, discuss, negotiate and present in English with more confidence.

Course Practical Details

- Practical Details
 - Start/End dates virtual part: **Tues 15th April**
 - Start/End dates of the physical part: **Mon 19th May – Fri 23rd May 2025**
 - Teaching language: **English**
 - Location: **St Jean d'Angely Campus, Université Côte d'Azur, Nice, France**
 - ECTS (minimum 3 ECTS for a BIP for students): **5 credits**
 - Workload: **Full week**
 - The maximum number of participants for the BIP and precise if participants in addition of the Erasmus+ one can be added: 20 students
 - Contact: *please add the email of the BIP coordinators:*
zenna.marshall@univ-cotedazur.fr catherine.may@univ-cotedazur.fr

Physical Mobility

- The physical mobility part will be running from 19th – 23rd May in Nice – ELMI, St Jean d'Angely Campus, School of Economics and Management



- The focus of the seminar is intercultural communication when doing business internationally

	Morning	Afternoon
Day 1	Ice-breaking and team building activities, Cultural fair.	Lecture on business development, and team organization.
Day 2	Ideation of business plan	Agile project Management workshop, SCRUM
Day 3	Pitching Workshop, Sales Coaching, talk from an international industry representative	Project development and recreational activities
Day 4	Coaching for confident public speaking/presenting	Final touch-ups, recreational activities.
Day 5	Business Forum - Present your posters and sales pitches,	Cultural and recreational activities

Virtual Component/Part

- Practical Details Regarding the Virtual Component: **2-hour Zoom session, 15th April**

Kick-off Zoom Session:

- Team Building: The students from each participating university will prepare and present a short introductory presentation (city, campus, students, interesting facts, free choice) followed by Q&A
- Input discussion session on intercultural theory and managing across cultures: Hofstede's Country Comparison and The Culture Map, Erin MEYER

Requirements

- At least a B1 level in English is desired.



- No other requirements other than a curiosity to meet new people, learn about doing business, and a willingness to communicate professionally and socially in English.

Application Process

- Application will be done via a short Motivational Letter to explain WHY the student would like to participate in this BIP and develop these competences.
- *Depending on student's HOME UNIVERSITY, please find below the contact information, including a list of links providing email addresses from the mobility offices of each of the Alliance's universities*
- Kindly provide an email address or URL where participants from your institution may contact you to express their interest in participating in the selection process. For instance :

University	Students / PhD / Staffs
University of Seville	mobilityulysseus@us.es
Université Côte d'Azur	mobility-ulysseus@univ-cotedazur.fr
University of Genova	mobility-ulysseus@unige.it
Technical University of Košice	natalia.vaskova@tuke.sk
MCI The Entrepreneurial School	mobilityofficer.ulysseus@mci.edu
Haaga-Helia University of Applied Sciences	mobilityulysseus@haaga-helia.fi
University of Münster	mobilityulysseus@uni-muenster.de
University of Montenegro	ulysseusmobility@ucg.ac.me

Professors: who have already worked on a previous edition of this BIP in 2024 when hosted by Haaga Helia

Zenna MARSHALL Université Côte d'Azur
Catherine MAY Université Côte d'Azur



Laura SANTINI University of Genoa

Ana DIMKAR Haaga Helia

Pia KIVIAHO-KALLIO Haaga Helia

Niina MOILANEN Haaga Helia

Maarit OHINEN-SALVEN Haaga Helia

Ludmila BARTOKOVA TUKE

Zuzana KUNECOVA TUKE

Manuela RAISOVÁ TUKE



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