
**BLENDED
INTENSIVE
PROGRAMME
(BIP)**



Where is the BIP taking place:	Helsinki, Finland
What is the hosting University?	Haaga-Helia University of Applied Sciences (HH UAS)
What is the coordinating university?	HH UAS
Ulysseus BIP topic (must be included among Ulysseus 2.0 topics as Entrepreneurship; Multilingual & intercultural competences skills; Equality, Diversity & Inclusion; Citizen Engagement, or among topics related to the Ulysseus Innovation Hubs, or among Transversal/Interdisciplinary topics aligned with the Ulysseus Mission):	Multilingual & intercultural competences skills; Equality, Diversity & Inclusion; Citizen Engagement
ISCED (for a BIP for students):	ISCED 6: Bachelor's or equivalent level ISCED 7: Master's or equivalent level
ECTS (minimum 3 ECTS for a BIP for students):	3 ECTS
Expected participants (students, staffs or the two publics) and the expected study level for students:	Students
Maximum number of participants (optional) and precise if participants in addition of the Erasmus+ one can be added:	25
Start/End dates of the virtual part:	03/ 06/ 2025
Start/End dates of the physical part:	25/ 08/ 2025 to 29/ 08/ 2025
Workload:	75
Online component duration:	60 minutes
Language and level required:	English
Available funding:	Check with your home university about funding options

<p>Hosting University registration deadline to receive (the participant list or the signed Erasmus mobility agreement):</p> <p>Choose the correct proposition</p>	<p>31/ 05/ 2025</p>
<p>Application Details:</p>	<p>Please contact your International Relations Office (IRO) of your home university. They will guide candidates with internal application and selection</p>
<p>Contact of your Home University:</p> <p>University of Seville:</p>	<p>mobilityulysseus@us.es</p>
<p>Université Côte d'Azur:</p>	<p>mobility-ulysseus@univ-cotedazur.fr</p>
<p>University of Genoa:</p>	<p>mobility-ulysseus@unige.it</p>
<p>Technical University of Kosice:</p>	<p>natalia.vaskova@tuke.sk</p>
<p>MCI The Entrepreneurial School:</p>	<p>mobilityofficer.ulysseus@mci.edu</p>
<p>Haaga-Helia University of Applied Sciences:</p>	<p>mobilityulysseus@haaga-helia.fi</p>
<p>University of Münster:</p>	<p>mobilityulysseus@uni-muenster.de</p>
<p>University of Montenegro:</p>	<p>ulysseusmobility@ucg.ac.me</p>

Design, Architecture and Tourism Landscapes

General Course Information

- Course Description: In Finland, design is a part of national decision making. Design and architecture have been central elements in the development of a 21st Century Helsinki, the capital of Finland and the happiest place in the world for seven consecutive years. In this course, participants will learn about interplay between design, architecture, and tourism landscapes while designing ephemeral city-scapes in the context of the Experience Economy.

This course is organized by Haaga-Helia University of Applied Sciences, the University of Genova, and the University of Seville)

- Image for the course:



Ulysseus Priority topics:

- Multilingual & intercultural competences;
- Equality Diversity & Inclusion;
- Citizen Engagement
- Transversal/Interdisciplinary topics aligned with the Ulysseus Mission

Target group:

- Students

Level (for students):

- Bachelor
- Master
- Field of study (and ISCED for a BIP for students):
 - 0731 Architecture and town planning
 - 1015 Travel, tourism and leisure
 - 0488 Inter-disciplinary programmes and qualifications involving business, administration and law
 - 0288 Inter-disciplinary programmes and qualifications involving arts and humanities
 - 0388 Inter-disciplinary programmes and qualifications involving social sciences, journalism and information

ISCED 6: Bachelor's or equivalent level

ISCED 7: Master's or equivalent level

- Course dates: **25/ 08/ 2025** to **29/ 08/ 2025** + Virtual meeting **03/ 06/ 2025**
- Registration dates are open from **06/ 01/ 2025** to **30/ 04/ 2025**

Course Content

- Course Outline:
 - This course aims to equip participants with competences to design ephemeral spaces for European cities within the experience economy. Through a blend of virtual seminar and

a hands-on five-days design thinking , participants will work in teams and conceptualize new spatial interventions for the City of Helsinki.

- The course will feature lectures from various Ulysseus partner universities, and it will be enhanced by field visits and guest presentations from industry partners.

- Course content:
 - Experience economy frameworks
 - Landscape and place frameworks
 - Design thinking process

- Learning Outcomes:
 - **Following this course, students will be able to:**
 - Understanding landscape and place theories to interpret the cultural, historical, and aesthetic dimensions of city tourism landscapes
 - Apply theories of the experience economy and their relevance to designing meaningful city tourism experiences
 - Employ the design thinking process to collaboratively develop innovative architectural and/or design intervention for a city tourism scape.
 - Communicate design and/or architectural concepts to both academic and professional audiences
 - Reflect on personal contribution and team dynamics during the design process to improve future collaborative practices

Course Practical Details

- Start/End dates virtual part: 03/ 06/ 25
- Start/End dates of the physical part: 25/ 08/ 25 – 29/ 08/ 25
- Teaching language: English
- Location: Haaga-Helia UAS, Helsinki, Finland

- ECTS: 3
- Workload: 75
- The maximum number of participants for the BIP and precise if participants in addition of the Erasmus+ one can be added: 25
- BIP coordinator contact: mariopassos.ascencao@haaga-helia.fi

Physical Mobility

- The physical mobility part will be running from 25 to 29 August 2025 in Helsinki, Finland.
 - The focus of the physical mobility seminar is the design of conceptual spatial interventions that address mega trends and emerging trends and challenges in European city destinations

	Morning	Afternoon
Day 1	Welcome to the course Challenge presentation Design Sprint process	Understanding on the field (aka Helsinki City)
Day 2	Visualize Understanding	Define design opportunity
Day 3	Generate ideas	Select ideas
Day 4	Conceptualize solution	Prototype solution
Day 5	Test solution	Present final solution

Virtual Component/Part

- 03/ 06/ 2025 - Virtual seminar via Microsoft Teams.
 - Topic: City-scapes in the experience economy

Requirements

- Students enrolled in studies of the following levels in Ulysseus Universities: Bachelor’s or equivalent level (ISCED level 6 – EQF level 6) & master’s or equivalent level (ISCED level 7 – EQF level 7).

- Participants are required to have a B2 level of English

Application Process

- Each Ulysseus University partner will select a maximum of **12** students.
- Candidates should send motivation letter (300 words) to the Ulysseus coordinators at their university by April 30th (see contacts below).
- Selected students will have to apply for Erasmus + Short Stay Grant.

University	e-mails
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

- Dr. Mário Passos Ascensão, Haaga-Helia UAS
- Dr. Aarni Tuomi, Haaga-Helia UAS
- Ms Violeta Salonen, Haaga-Helia UAS
- Prof. Vittorio Pizzigoni, University of Genova
- Prof. Carlos Plaza, University of Seville
- Prof. Gloria Rivero, University of Seville



The Ulysseus Action has received funding from the European Union's Erasmus + Programme under the grant agreement No 101124733. The views and opinions expressed in this communication are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission



**Co-funded by
the European Union**