

Blended Intensive Programme (BIP)

Zagreb, 6th-25th May 2024

**DIGITAL TECHNOLOGY FOR
SUSTAINABLE AND INCLUSIVE
BUSINESS INNOVATION:
OPPORTUNITIES AND CHALLENGES**



Tech4InnoSustain



University of Zagreb
Faculty of
Economics & Business



UNIVERZITET U BEOGRADU
FAKULTET ORGANIZACIONIH NAUKA

Are you eager to learn more about innovative, cutting-edge digital technologies?

Join this exceptional educational program that will enable you to acquire new knowledge and skills in the application of digital technologies through a synergy of teamwork and learning-by-doing approach.

- ⇒ Virtual component (6th-10th May and 13th-15th May)
- ⇒ Onsite programme (19th-25th May: benefits and challenges of applying digital technology in a real business environment during the week organised by the Faculty of Economics & Business, University of Zagreb).
- ⇒ 15+ participants from different European universities with different nationalities and cultural backgrounds
- ⇒ Credits: 3 ECTS



IF YOUR ANSWER IS YES, APPLY FOR OUR BIP!

Please keep in mind that the program may be subject to change.

Are you looking for an exciting and innovative way to further your education while working within an international context?

The Blended Intensive Programme (BIP) is designed to provide you with a unique and cutting-edge learning experience abroad. It is an excellent opportunity for you to work in an international team to solve cases together and develop projects from scratch.

Our programme is designed in cooperation with multiple partner institutions from all around the Europe.

Besides two-weeks preparational online classes, you will have the opportunity to work on a real-life business cases supported by the business experts from the Croatian startups that are incubators for the development of artificial intelligence. You will also gain insight into the business of high-tech companies that are global leaders in the development and implementation of innovative, cutting-edge and sustainable digital technologies.

The on-site program will take the form of workshops, brainstorming sessions and lessons learned from business practice. A one-day excursion will be organized - a visit to one of the leading IT companies in Croatia.

About the accommodation and social activities

The Faculty of Economics & Business Zagreb offers participants a free cultural and social programme after the classes/workshops. Each participant also receives a welcome gift. There are many student-friendly accommodations (dormitories) in the heart of Zagreb, where the BIP is organised, so no problems with accommodation are expected.

Expected learning outcomes

- ⇒ Understand and apply creative methods and techniques for the implementation of digital innovation and digital transformation projects.
- ⇒ Apply the circular, green, sustainable development and inclusivity approach in implementing the concept of digital innovation and digital transformation.
- ⇒ Recognize ethical issues commonly associated with the development and application of digital technologies, social computing, and artificial intelligence.
- ⇒ Solve real business cases in a short time frame. Work in a team on real business tasks under conditions of given deadlines and business pressures.

More about the programme of our BIP

6th-10th May 2024 and 13th-15th May 2024

Virtual component

19th-25th May 2024 Onsite programme

19/05: Arrival and accommodation

20/05: Getting to know all the participants and the programme of the week. Making connections between the theoretical framework of the project and the specific practical issues that will be explored in the field in collaboration with teachers and local businesses. Take Zagreb sightseeing tour, meet the best places to visit in the city.

21/05: Meeting of students and teachers with members of the Startup Incubator. Bring your inventive ideas and solutions and use the opportunity to deepen your knowledge of AI development, challenges and dilemmas. Enjoy Zagreb and get to know the traditional cuisine of north-western Croatia.

22/05: Deepen your knowledge of cutting edge digital technologies and innovative business models through business cases and discussions with IT experts.

23/05: Get to know the business of a global IT company and enjoy the beauty of the Croatian coast. Get ready for a team project.

24/05: Connect the knowledge gained in the online component of the program with the added value provided by the onsite program. Present your team's results. The best results are sure to be well rewarded!

25/05: Greetings and see you at the next BIP. Have a safe trip home.

About Zagreb

Zagreb, the capital of Croatia, is located in the northwest of the country. It lies between the Medvednica Mountains and the Sava River. The city, with a population of about 1,000,000, is known for its diverse economy, high standard of living, museums, sports and entertainment events. High-tech industry and the service sector are important economic sectors in Zagreb. Zagreb attracts visitors with its lively atmosphere, numerous cafes, restaurants and shopping opportunities.



Find out more about Zagreb, Croatia: <https://www.infozagreb.hr/&lang=en>



Find out more about The Faculty of Economics & Business, University of Zagreb: <https://www.efzg.unizg.hr/en>