



Blended Intensive Programmes at the IBA

internationale veje

Agenda

- Introduction: 10 minutes
- Presentation on the topic: 15 minutes
- Group work: 30 minutes
- A short break and collection of key points: 5 minutes
- Plenary discussion: 20 minutes
- Conclusion and summary: 5 minutes

Introduction



Who are we ?



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Blended Intensive Programmes

BIPs are short, intensive exchange programs that take place partly in-person (physical component) and partly online (virtual component), enabling higher education institutions to collaborate on developing joint teaching and innovative activities for students and staff. BIPs are part of KA131.

Mobility activity types

The following **three mobility activity types** can be organized to take part in a blended intensive programme (BIP):

- ✓ Student mobility for studies
- ✓ Staff mobility for training
- ✓ Staff mobility for teaching



BIP requirements

- 1) A BIP must be organized by at least three higher education institutions (HEIs), 1 coordinator and 2 partners, coming from at least three EU Member States and third countries associated to the Programme (North Macedonia, Serbia, Iceland, Liechtenstein, Norway, Türkiye), called a blended intensive programme partnership.
- 2) Within each blended intensive programme partnership there must be one **coordinating HEI** and **receiving HEI** (typically the same HEI combining the coordinating and receiving role) and minimum two **partner HEIs**.
- 3) A coordinating HEI can be a sending or receiving organisation in a mobility activity.
- 4) Blended intensive programmes can be open to students and staff from sending higher education institutions outside the partnership, but the receiving HEI must be one of the partnership organisations.
- 5) The participating HEIs must hold a valid **ECHE**.
- 6) There must be an Erasmus+ exchange agreement between the partners in a BIP.
- 7) A minimum of 10 “mobile” (traveling) Erasmus+ participants is required.
- 8) Participants in a BIP can be either students or staff.
- 9) The physical component must last between 5-30 days for participants.
- 10) The virtual component has no duration or timing requirements (before, after, during).
- 11) BIPs must award credits and a transcript of records.
- 12) BIPs must offer at least 3 ECTS for students.
- 13) BIPs must be recognized as part of the degree (incl. pre-approval, credit transfer).

Blended Intensive Programmes: Strengthening Networks and Rethinking Assessment



The IBA Model 1

International Business Week Network:

17 HEIs (Denmark, Czech Republic, Finland, Portugal, France, Belgium, Latvia, Poland, the Netherlands, Germany, Greece and *Ukraine*)

International Marketing Week Network:

9 HEIs (Denmark, Finland, the Netherlands, Belgium, Spain, Austria and *the UK*)

International BusIT Week Network:

9 HEIs (Denmark, the Netherlands, Belgium, Spain, *South Africa and the UK*)

The IBA Model 1

- Annually network meetings hosted by one of the partner institutions
 - Projects, dates, budgets are coordinated in the network
 - Each partner hosts international weeks/BIPs
 - Students/staff from partner institutions can participate in BIPs hosted by partner institutions
- Through this 3 networks IBA students/staff can choose among at least 30 BIPs

At IBA in Kolding:

- we host 3 BIPs (Marketing, Business, IT) at the same time, usually in March/April
- 1 online session + 5 days at IBA (3 ECTS)
- the virtual part takes place before the physical component
- we welcome students/staff from the networks, and from outside of the networks
- in each BIP we allow approx. 40 international and 10 Danish/IBA students
- the programme includes case studies, company visits and social activities

The price is 320 EUR, included in the price:

- ✓ Accommodation (5 nights, Sunday to Friday)
- ✓ Breakfast (x 5, Monday to Friday)
- ✓ Lunch (x 5, Monday to Friday)
- ✓ Dinner (x 2, Monday & Thursday)
- ✓ Company visit and social activities

More information: [International weeks at the IBA](#)

The IBA Model 2

Ex. “BIP GRAILS: developing ethical AI solutions”

3 HEIs from 3 different EU countries (Denmark, the Netherlands and Portugal) develop a BIP together. The BIP takes place in a different country each year.

- Year 1 (2025): The Netherlands
- Year 2 (2026): Denmark
- Year 3 (2027): Portugal



The IBA Model 3

An example from Edutus University in Hungary (IBA participates as a BIP partner):

- Edutus University hosts 6 BIPs at the same time
- Guest lecturers from partner HEIs are responsible for the teaching
- IBA teachers participate as guest lecturers
- In 2025, 33 IBA students and 2 teachers participate in one of the 6 BIPs hosted by Edutus University in Budapest
- There is no participation fee. Participating students are responsible for their travel, accommodation, meals and other costs.

The IBA Model 4

Ex. "Innovation and Entrepreneurship in Scandinavian Context", BIP hosted by IBA in October 2024

IBA develops and hosts the BIP and invites students/staff from other HEIs to participate in the programme.

The programme and the price is similar to Model 1.

Participants

- Eötvös Loránd University, ELTE – Hungary
- Edutus University – Hungary
- Fontys University of Applied Sciences –
the Netherlands

Additionally

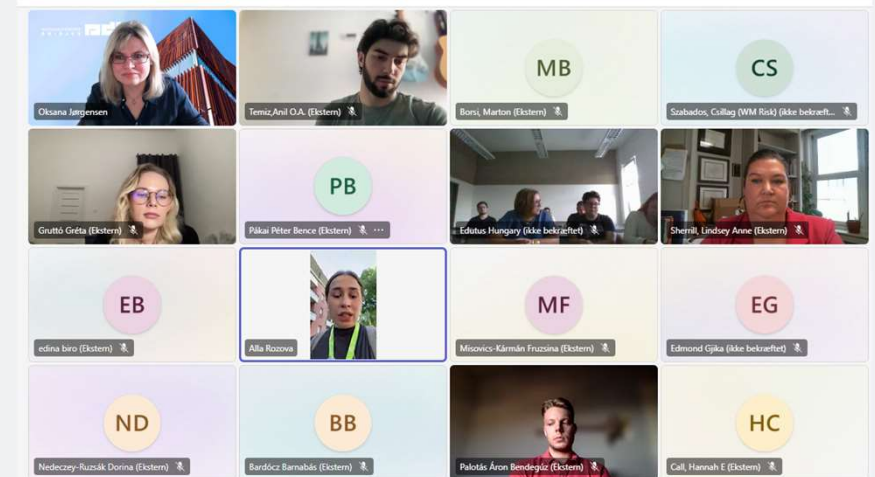
- University of North Alabama – USA



Online component – academic and social introduction to mobility

19th September, Thursday – online event

Time	Location	Activity
17:00 – 18:30 (CEST)	MS Teams Meeting link	<p>Online discussion for project participants: The Role of Culture in Shaping Innovation and Entrepreneurship.</p> <p>Each school is expected to prepare 5 min. answer to the question 'How do cultural attitudes towards risk-taking, collaboration and failure impact the entrepreneurial environment in your home country?'</p>



Programme of the week

- Day 1 – the Day of Culture & Play
- Day 2 – the Day of Innovation
- Day 3 – the Day of Entrepreneurship
- Day 4 – the Day of Inspiration
- Day 5 – the Day of Evaluation



Pitch competition as assessment form

Creative presentation of your idea.	3 minutes to pitch the idea/concept. 2 min Q&A session with the judges.	Prepare a visual presentation of your ideas. Thursday, 10 th October Be creative!
Materials	Various materials provided during the week	
Assessment and feedback	Participating students receive: 1) Graded feedback (A to D scale). 2) A certificate for participating in the project.	
Course workload	3 ECTS	



Students' evaluation

On a scale of 1 to 10, how satisfied were you with your overall experience during the International Week? – **8,69**

The project's **strengths**:

- The combination of entrepreneurship, cultural exchange, and personal development
- Deep insight into the Danish entrepreneurial mindset
- The collaborative and practice-oriented approach to teaching
- The pitch competition – an opportunity to develop and present innovative ideas in a competitive, yet supportive environment
- The warm and inclusive atmosphere, as well as the international friendships

Students' evaluation

Project's **weaknesses**:

- Too many and too long teaching sessions
- No optional activities, all sessions were mandatory
- No Danish students involved in the project
- Limited opportunities to explore the city and local culture

Group work



Questions for group discussion

1. What criteria should be considered when selecting partner institutions for a BIP? How can a well-functioning and sustainable collaboration be ensured across educational institutions?
2. How can you create a BIP that includes students from different disciplines and backgrounds? How can you ensure that all participants benefit from the project, regardless of their academic field?

Questions for group discussion

3. What new topics or academic fields could be interesting for BIPs? How would you create innovative and interdisciplinary projects at your educational institution?
4. How can BIPs be used for I@H and for strengthening home students' global competencies at your educational institution?
5. How can you measure the success of a BIP, and what evaluation methods can help ensure continuous improvements of the projects?

Plenary discussion



Thank you for your attention !



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