**BLENDED INTENSIVE PROGRAMME**

**Project:** **2021-1-RO01-KA131-HED**

<https://international.ase.ro/21/index.php/blended-intensive-programmes-ase/>

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| Organisation unit | **FACULTY OF INTERNATIONAL BUSINESS AND ECONOMICS**  **DEPARTMENT OF MODERN LANGUAGES AND BUSINESS COMMUNICATION** | |
| Planned program participants: | | |
| * Number of participants from program countries | 20 |
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| Organizations participating in the program;  Next to the names of the organizations, state the home cities and countries and the Erasmus code for higher education institutions from the program countries:  The host organisation and the partners will sign a Multi Inter-Institutional Agreement | | |
| Partner 1:  Partner 2:  Partner 3:  ...... | | |
| Name of the higher education institution of the program coordinator and Erasmus code: | | Bucharest University of Economic Studies;  RO BUCURES04 |
| Venue of the physical part of the program (city, country): | | Bucharest, Romania |
| Organization hosting the program (recipient organization) and Erasmus code (if relevant): | | Bucharest University of Economic Studies;  RO BUCURES04 |
| Type of BIP: | | For learners (faculty staff) |
| Name of the program | | New academic, communication and research competences for the digital age |
| The topic of the program | | New developments in academic and research communication in the digital age |

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| Objectives of the program:   * Exchanging experience related to new developments introduced in the participants' academic contexts in response to emerging challenges * Building on the partners' expertise for better capitalising on the affordances of digital resources and for enhancing the effectiveness of educational processes, research and communication * Multidisciplinary networking, setting the basis for future exchanges of research outcomes, with a view to promoting the transfer of research outcomes to practice in the participants' academic contexts and beyond the BIP partnership * Exploring the possibility of engaging in joint research and publication ventures * Deepening and consolidating transnational cooperation within and beyond the BIP partnership, in line with the EU's agenda for the European Year of Skills 2023 (<https://ec.europa.eu/commission/presscorner/detail/en/IP_22_365>) | |
| Description  The programme builds on the organising team's expertise of coordinating and conducting an Academic Development master programme for academics and researchers („EDU-RES“ - [www.edures.ase.ro](http://www.edures.ase.ro) - in its 17th year already), as well as on the collaborative work on European projects with a focus on evolving trends in academic communication.  The programme will cover three thematic areas:   * academic communication with a focus on the latest developments - challenges and opportunities in the digital age * research related aspects (methodological approaches, communicating research outcomes to various audiences, peer-reviewing and responding to reviewers, networking as support system) * challenges and opportunities related to teaching via the medium of another language.   In addition, there will be sessions on critical thinking and creative thinking applied to academic research and education. | |
| Methods:  Input sessions in plenary, brainstorming sessions, round-table discussions, parallel thematic workshops, project work in teams, team presentations.  The entire programme is conceived so as to provide a forum for multidisciplinary networking, setting the basis for future exchanges and collaborative work, depending on the participants' academic interests. | |
| Description of the virtual component: | |
| The virtual component of the program serves to establish participants' awareness of the importance of the topic and to prepare all activities during the mobility period. All training methods that are defined by the program will be analyzed in particular, and the education process will be described to the participants and the expectations from them in the form of creating a project assignment as part of the workshops and the final assessment. | |
| Field description - ISCED code: | 0410 Business and administration |
| Start and end of the program  (including physical and virtual components): | 8th May 2023 – 19th May 2023 |
| Beginning and end of physical mobility: | 15th May 2023 – 19th May 2023 |
| Virtual component | Before the physical mobility  8th May 2023 – 14th May 2023 |
| Working language of the program: | English language |

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| Contact person for academic content information on the component (name, and e-mail): | Professor Laura Muresan, Ph.D.  [laura.muresan@rei.ase.ro](mailto:laura.muresan@rei.ase.ro) |
| Contact person for administrative information on the component (name, and e-mail): | Teodora Fulga, Ph.D.  [teodora.fulga@amp.ase.ro](mailto:teodora.fulga@amp.ase.ro) |
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Notes:

* A blended intensive programme has to be developed and implemented by at least **3 higher education institutions** (HEIs) awarded with an ECHE coming from at **least 3 Programme Countries.**
* The minimum number of participants in a blended intensive programme is 15 (not including teaching/training staff involved in the delivery of the programme and their students/learners of the institution organizing this program) in order for the programme to be eligible for funding.
* The maximum number of participants in a blended intensive programme is 20.
* The programme of the tasks to be carried out by the beneficiaries must certainly have an innovative pedagogical approach, with short periods of activity in presence combined with online learning and cooperation activities.
* BIP combines a short-term physical mobility with a virtual component, and will enlarge and make the Erasmus mobility more and more flexible.
* The partner universities are in charge with financial support for the participants they send from STT funds.