**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 programme participants: | | |
| * Number of participants from programme countries | 20 |
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| **Organizations participating in the program**  *The host organisation and the partners will sign a Multi Inter-Institutional Agreement.*  *Next to each organization's* ***name****, state the* ***home city****, the* ***country*** *and the* ***Erasmus code*** *of the higher education institution from the programme country*: | | |
| Partner 1: University of Zaragoza, Zaragoza, Spain  Partner 2: University of Silesia, Katowice, Poland  Partner 3: University of Granada, Granada, Spain  Partner 4: …  ...... | | |
| Name of the higher education institution of the programme coordinator and Erasmus code: | | Bucharest University of Economic Studies;  RO BUCURES04 |
| Venue of the physical part of the programme (city, country): | | Bucharest, Romania |
| Organization hosting the programme (recipient organization) and Erasmus code (if relevant): | | Bucharest University of Economic Studies;  RO BUCURES04 |
| Type of BIP:  Who can participate: | | For faculty staff  from early career academics (*including doctoral candidates as junior researchers/in their 'faculty' role*) to experienced academics / researchers with an interest in the programme topics - all welcome (*please* *see the Programme objectives*) |
| **Name of the program**: | | ***New academic, communication and research competences for the digital age*** |
| **Programme topics**: | | ***New developments in academic and research communication in the digital age*** (*see details below*) |

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| **Objectives of the programme**:   * 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://year-of-skills.europa.eu/news/commission-kick-starts-work-european-year-skills-2023-01-27_en>) | |
| **Description**  The programme builds on the organising team's expertise of coordinating and conducting an Academic Development masters’ programme for academics and researchers („EDU-RES“ - [www.edures.ase.ro](http://www.edures.ase.ro) - in its 18th 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. | |
| **Methodological approach**:  The BIP week in Bucharest will include plenary sessions, brainstorming sessions, round-table discussions, parallel thematic workshops, project work in teams, team presentations. In addition, there will be one or two meetings in round-table format with academics from various disciplinary backgrounds (current master students and alumni of the EDU-RES master programme) for sharing views, concerns, solutions. Those interested may also attend one or two EMI classes and meet ESP/LSP/EMI teachers. Flexibility will be built in, so that each participant can make the most of this experience.  Overall, the 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**: | |
| An oline sessions will be organised **before** the start of the physical mobility, so that we get to know each other, to find out more about each other's academic context, areas of expertise and of interest. The virtual component will, therefore, serve multiple purposes: induction to the programme, to its main topics and intended methodological approaches, as well as preparation for the mobility period, fine-tuning of the various programme components. It will offer participants the opportunity to voice their expectations and also to start planning the intended project outcomes, in line with individual and group objectives.  A further online session will be organised **after** the physical mobility, for drawing conclusions, exchanging thoughts for the future and preparing participation in a thematic virtual round-table/panel at the *Synergies in Communication* conference (<https://sic.ase.ro/>), within the framework of Section 2: “Interdependences: Academic and Digital Literacies in the New Educational and Research Environment. Revisiting Quality in Higher Education” (online), so as to share the BIP outcomes with a wider audience. | |
| **Field description - ISCED code**: | 0410 Business and administration |
| **Time frame** (start and end of the programme, including both the virtual and the physical components): | 4th October 2023 – 26th October 2023 |
| **Beginning and end of the physical mobility**: | **9th October 2023 – 13th October 2023** |
| **Virtual component** | * Before the physical mobility, **one** online meeting, in the time span 4th– 7th October 2023 (to be agreed on when); * After the physical mobility, participation in **one** online roundtable, in the time span 16th– 26th October 2023. |
| **Working language(s)** of the programme: | English (with the possibility of using also other languages for group discussions, eg. French, German) |

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| **By when to announce your participation**: | Please let us know of your intention as soon as possible; Deadline for announcing your participation:  **3rd October 2023** |
| ***You can register using the form:*** | [***https://forms.gle/zu2hnC2B6qFcAgSdA***](https://forms.gle/zu2hnC2B6qFcAgSdA) |

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

* 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.