



BIP proposal

Title of BIP Project: International Communication and AI

Organizer of BIP

Name:	Janette den Uyl
Institution, City, Country:	Amsterdam University of Applied Sciences Amsterdam, the Netherlands
Department and/or Program:	Faculty of Business and Economics
Number of students in module:	35

Partner of BIP

Name:	Suzana Keglević Kozjak
Institution, City, Country:	University of Zagreb (HR ZAGREB01), Croatia
Number of students in module:	9

Partner of BIP

Name:	Torsten Spandl
Institution, City, Country:	Fachhochschule für die Wirtschaft Hannover (FHDW), Germany (D HANNOVE09).
Number of students in module:	17



3. Language(s) of instruction at each institution
Dutch, German, Croatian, Du
4. Primary language(s) of most students in each course
English
5. Language of student collaboration
English
6. Type of BIP (combination of online and present lectures, e.g. first online section than present section etc.)
Combination. First online, than present section
7. BIP project start and end dates
Physical mobility <u>14/10/2024</u> to <u>18/10/2024</u> If applicable (for blended mobility): Online activity from home country <u>30/9/2024, homework</u> to <u>14/10/2024</u>
8. BIP project internationalised learning outcomes (1-3 only)



Experiencing international collaboration:

- Learning about global goals and state-of-the-art global marketing technology and marketing communication.
- Experiencing international collaboration and Stimulating European citizenship among students in combination with Millennium Development Goals.
- Enhancing cross-border understanding by immersion in Dutch traditions and rituals, envisaging new business opportunities.

9. BIP – online part. Short description of online part of BIP. How many meetings you planed? Was there any icebreaker activity?

One online meeting, including an icebreaker.

The icebreaker was an online discussion of students about food traditions.

Virtual Component Description: 30 September 2024 students connect online and receive an online assignment to prepare the international collaboration and to get to know each other.

1. find out what is the food culture of your Country, discuss in team groups (20 minutes) and prepare a visual
2. Homework (individual):

Visit Website: www.geerthofstede.com

Prepare you own personal profile and compare it with the profiles of Germany, The Netherlands and Croatia.

10. BIP – present part. Short description of present activities. Was there any icebreaker, social programme etc.



Daily programme:

- Monday: morning: Getting to know each other, afternoon: Experience the city including a city assignment, evening: with ferry to Amsterdam-N, Dutch students prepared a diner, watching football NL-G
- Tuesday: Lecture about Communications, a hackaton without AI, by Pen and Paper, evening: Iceskating
- Wednesday: Lecture about AI, a hackathon with AI to the max, evening: canalboat trip
- Thursday: Keynote speakers + choice of lectures, evening ADE
- Friday: group presentations about experiences: City assignment, foodtrends. Individual posters, final dinks in “Fest”

...LEARN form eachother, the city, the country and ENJOY the intercultural experience!

- In **mixed groups** students will work on assignments for a selection of international **European companies**
- The assignment will be about international communications and AI
- In a **mixed social and cultural programme** students will experience Dutch **culture**; collaboration style and rituals or traditions, and students will compare their own culture.

11. Description of the collaborative task and/or other student collaboration

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12. Resources students will use



AI licenses, Pen and Paper, Lecture rooms on the Business campus, Lectures, social programme

13. Technology choices for online part and for pre- or post-collaboration

AI, Posters, Padlet, Microsoft teams, WhatsApp for daily communication and the evens..

15. Description of student reflection

All students provided a poster, they are available at request.

They were very enthusiastic about the week. This is an example of the week:

Dear Jannette,

I hope this email finds you well. I wanted to take a moment to express my sincere gratitude for the incredible experience during the BIP Amsterdam week. The program was truly enlightening and has left a lasting impression on me.

I thoroughly enjoyed all the activities, especially the Thursday lectures which provided valuable insights into AI and studying abroad in Belgium. The whole week was filled with interesting moments, from exploring Amsterdam's food and retail scene to engaging in thought-provoking discussions with fellow students from different countries.

I wanted to ensure that I still conveyed my appreciation and reflections on the week.

The assignment you find attached, that helped me consolidate my thoughts and really appreciate the depth of learning I've gained.

I'm grateful for this opportunity and for all the hard work you and the team put into making this week a success.

Best regards,

(a student from Germany)



16. Was the grant sufficient for the students, for organizer?

Only the out of pocket costs could be paid by the grant.

The lecturers made a huge effort by working during night and day, their (extra) hours were not covered by the grant.

17. Lessons learned

This was our second time organizing this BIP, and we made several improvements:

- The homework assignment on cultural differences and describing their own profile provided excellent input for student reflections throughout the week, which worked very well.
- We introduced a daily reflection and presentation moment, which kept students more engaged and led to higher-quality final assignments.

Overall:

- Food turned out to be a fun and effective topic for students to explore the city, investigate trends, and get to know each other better.
- Using pen and paper (while leaving phones aside) worked very well. The students were more creative, had deeper discussions, and really listened to each other.
- The Dutch students had exams, making it impossible for them to be present all the time. We had to improvise and sometimes assign additional tasks to keep everyone on track.
- Finding enough lecture rooms was a daily challenge, as all available spaces were already occupied by the regular teaching schedule. Organizing a week like this in between regular classes proved to be quite difficult.



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