

BIP proposal

Title of BIP Project: Leadership and Sustainability in CSR

Organizer of BIP	
Name:	Lucjan Klimsza, Lenka Heczkova
Institution, City, Country:	VSB-Technical University of Ostrava
Department and/or Program:	Faculty of Economics
Number of students in module:	19

Partner of BIP	
Name:	Franz Hessel
Institution, City, Country:	SRH HOCHSCHULEN BERLIN GMBH, Berlin, Germany
Number of students in module:	4

Partner of BIP	
Name:	Katariina Alava
Institution, City, Country:	METROPOLIA AMMATTIKORKEAKOULU OY/ Metropolia University of Applied Sciences, Helsinki, Finland
Number of students in module:	5

Partner of BIP	
Name:	Eric Hertzler
Institution, City, Country:	IAE Paris Est School of Management, Paris, France
Number of students in module:	10

ECTS credits

5

3. Language(s) of instruction at each institutionEnglish, German, French,
Finnish**4. Primary language(s) of most students in each course**

English

5. Language of student collaboration

English

6. Structure of BIP (virtual activity was after or before physical activity)

After

Date of physical activity

6.-10.11.2023

Date of virtual activity

21/11/2023

8. BIP project internationalised learning outcomes (1-3 only)

The goal of the project is to familiarise students with the basics of corporate social responsibility, as a tool for the sustainable development of an organisation. Explain the possibilities of CSR for the development of organisations, especially the role of leadership as a tool for the sustainable development of human capital in organisations. Students in teams will be tasked with solving the problem of CSR implementation in the selected organisation and proposing a solution to the problem (problem solving learning). They will present their proposals online to teachers and other teams. They will have to defend their outputs during the online course.

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

Virtual part was held after the physical mobility as an innovation within this “rotating” BIP. Students were asked for feedback, evaluation, and filling out the evaluation questionnaires.

10. BIP – physical part. Short description of educational/intercultural/social activities.

In the week **from 6 to 10 November 2023, the first Blended Intensive Programme (BIP) for students took place at the Faculty of Economics, VSB-TUO**. This novelty within the Erasmus programme, which combines virtual and physical mobility, is an opportunity for those interested in going abroad, but for whatever reason cannot complete a long-term mobility, or it can be a "trial" trip that results in a one- or two-semester stay.

The Blended Intensive Programme under the title Leadership and **Sustainability in CSR was organized by doc. PhDr. ThDr. Lucjan Klimsza, PhD.** from the Department of Management of the Faculty of Economics in cooperation with the faculty's International Office. A total of **23 students from Finland** (Metropolia University of Applied Sciences), France (IAE Paris Est School of Management), **Germany** (SRH Hochschulen Berlin) and **the Czech Republic** (FE, VSB-TUO) participated. The aim of the program was to familiarize students with the basics of corporate social responsibility as a tool for sustainable development of organizations and to explain to them the possibilities of corporate social responsibility for the development of organizations, especially the role of leadership as a tool for sustainable development of human capital in organizations.

The opening ceremony of the programme was held by the Dean of the Faculty of Economics, doc. Ing. Vojtěch Spáčil, CSc., who introduced not only the faculty itself, but also the entire university, and wished the students to enjoy the whole week in Ostrava to the fullest and establish contacts for their personal and professional lives.

Then the work program itself followed. First, the students introduced themselves, talked about their country, city and university. Subsequently, they were divided into international teams that were to work together on the assigned project. Throughout the week, students attended lectures by experts in the field of philosophy, finance and artificial intelligence, worked on joint projects and participated in a number of leisure activities. They visited, for example, the Třinec Ironworks, the hockey Werk Arena and the Lower Vítkovice area.

The whole week ended with a ceremonial handover of certificates of participation and joint evaluation. All participants enjoyed the program and are already looking forward to the next meeting, which should take place in the spring of 2024 in Paris.

On the first day of physical mobility, the students were introduced to the environment of VŠB-TUO, welcomed by the Dean of EKF, got to know each other and were then divided into teams. During the week, they then had a series of lectures and workshops on various topics, participated in excursions and leisure activities, and also worked together on a project to solve a CSR implementation problem in a selected organization and propose a solution to this problem (problem-solving learning). They presented their proposals online to the teachers and other teams.

11. Description of the group project/tasks for participants.

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12. Resources students will use

Material given by the teacher

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

Email, whatsapp, MS Teams

14. Description of how the collaboration task(s) are graded (common rubric/ formative or summative assessment)

Students in teams will be tasked with solving the problem of CSR implementation in the selected organisation and proposing a solution to the problem (problem solving learning). They will present their proposals online to teachers and other teams. They will have to defend their outputs during the online course.

15. Description of student reflection

Students were satisfied with the content of the course as well as with the social activities. They would appreciate more time for work/having some free time not organized.

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

From the organizer point of view, that grant was sufficient to cover all the social activities, some catering and teaching materials and teachers costs.

Students' grant was also sufficient, accommodation in the university hotel was affordable.

17. Lessons learned (feedback from teachers and administration staff)

The BIP was organised as part of a "rotating BIP" - i.e. with organisations with whom we have already organised BIPs. This has been a great advantage, all the people involved know each other, know what to expect and what is expected of them. All universities also conducted their own selection process for student participation, which saved the organisers work and time.

Although numbers of students from each school were agreed, the final number was less than the planned 20 - so numbers of participants are never guaranteed. I would recommend considering possible sanctions for partners who do not meet the agreed number of students or directing partners to have not only a list of selected participants but also a list of substitutes in case a student has to cancel the mobility.

The evaluation of the BIP by both students and partners was positive, all were satisfied with both the teaching programme and the provision of leisure activities, accommodation or meals.

However, I would also see room for change here - it is not necessary to provide all-day meals or to divide students into rooms - it would be more appropriate to contact the hosts and leave the details to the participants.

Another thing I would consider for the organisation of the next BIP is the size of the organising team - it is certainly more appropriate and beneficial to have someone else as project manager to take care of the organisational stuff. In our case Ing. Heczková dealt with students, orders, billing, administration, Assoc. Klimsza took care of BIP content, lecturers and excursions to companies. However, in the end it was very demanding both organizationally and time-wise - next time I would consider a bigger team and definitely involve Czech students even more.

