

BIP “Quality and Sustainability of International Businesses: Assessment and Management”

Call for Students Applications

Introduction

The University of Parma, Grenoble Ecole de Management, Estonian Business School and Universidade Portucalense Infante D. Henrique offer their students the opportunity to participate in a Blended Intensive Programme (BIP).

BIPs are one of the new and innovative formats of student mobility introduced by the new Erasmus+ 2021-2027 Programme. These programmes, jointly developed by multiple higher education institutions, feature advanced and innovative pedagogical approaches that combine short-term face-to-face (physical) mobilities with portions of virtual learning.

BIPs are inherently transnational and transdisciplinary, as curricula are developed and taught together by partner institutions in different countries. The combination of in-person and virtual learning spaces allows students and professors to experience and exchange highly collaborative, challenge-based and research-steeped methods of teaching and learning.

Through the required virtual part of the programme, students and professors alike have the opportunity to develop and hone their digital knowledge and skills, reflecting the European Commission’s priority to harness the potential of digital technologies for teaching and learning and to develop digital skills for all.

Description of the program

The aim of the course is to encourage students to develop a business plan with a long-term perspective as to how a business (or other) organisation can transform itself both in terms of broad strategy and day-to-day operations to contribute to a more sustainable socioeconomic development. Sustainability will be studied under at least its three most basic pillars: economic (profitability); social (contribution to harmonious relationships in society and with all stakeholders in particular) and environmental (net impact on the natural environment in resource usage and waste disposal). To this extent, the course goes beyond a traditional business plan, where the focus might only be on the bottom-line profitability but will still include profitability estimates as the pillar of economic sustainability of the proposed plan. Sustainable development is understood in the classic Brundtland sense as «development which meets the needs of the current generation without compromising the ability of future generations to meet their needs»; and the UN Sustainable Development Goals (SDGs) will serve as a backdrop to illustrate distinctive ways in which different businesses can make their contribution to sustainable development.

By taking this course, students can improve their understanding of global business, cross-cultural competency, analytical skills, and international team building including online communication and management skills related to business issues.

For the Academic Year 2026 – 2027, the Department of Economics and Management organises the BIP in both its online and in-presence parts. The online part will take place on Saturdays @ 10:00 (Italian Time) between September 26th, 2026 and November 7th, 2026 while the in-presence week will take place between November 23rd and November 27th, 2026. Please note

that for the BIP to be valid and recognised to students, attendance of both the online and in-presence activities is strictly mandatory and monitored. Prospective candidate participants are responsible to make sure that they can maintain attendance throughout all the components of the Programme.

The advertised BIP will foresee the students working on developing a business plan to answer the case studies posed by three different companies, among which Barilla and Profumerie Pinalli.

Language of teaching: English.

The BIP awards 6 ECTS credits to the students at University of Parma and allows the participation of 8 students, distributed – if applications come in – across the following Bachelor and Master Degrees taught at the Department of Economics and Management of the University of Parma:

- **Bachelor Degrees**
 - o Economics and Management (CLEM)
 - o Economics and Management of Sustainable Agri-Food Supply Chains (CLEMFAS)
- **Master Degrees**
 - o International Business and Development (IBD)

Program location(s) for in presence lessons: University of Parma, Via J. F. Kennedy, 6 - 43125 Parma (IT).

Eligibility criteria

To apply for this program, students must be regularly enrolled at the University of Parma.

At the time of the application submission, applicants must possess an English language competence at the B2 level (CEFR), or above.

How to apply

Students interested in participating should submit their Application Package, in one single PDF file, to protocollo@unipr.it by the deadline set on July 17th, 2026 at 23:59.

The following documents must compose the candidate's Application Package:

1. A PDF scan of a current Identity Document
2. A Curriculum Vitae in English, from which it is possible to gauge – among others – the candidate's participation in international educational programmes (i.e., Erasums+ SMS and/or BIP) and the knowledge of languages different from English
3. A Motivation Letter not exceeding a page in length
4. Transcript of Records/A certificate of enrolment at the home University with a list of passed exams and grades
5. The Screenshot, from Esse3, of the calculated average grade of the exams taken so far

Students shall prepare a single PDF file with the documents above, in the order suggested above (i.e., Identity Document, Curriculum Vitae in English, Motivation Letter, Transcript of Records and the Screenshot of the Average Grade) and save it with a filename "Surname.Name.pdf". Please note that the requirement on the type of the file (i.e., PDF only)

and the naming convention (i.e., "Surname.Name.pdf") are mandatory and failure to comply with this will lead to applications being disregarded.

Students will be notified of their acceptance by August 7th, 2026.

Selection criteria and procedures

An appointed committee, formed by Prof. Mario Veneziani, Prof. Erica Adamo, Prof. Aldo Corbellini will carry out the selection procedures based on the following criteria:

- Criterion 1: Average Student Grade (up to 50 points out of 100)
- Criterion 2: Language Competence (up to 20 points out of 100)
- Criterion 3: Curriculum Vitae (up to 20 points out of 100)
- Criterion 4: Motivation Letter (up to 10 points out of 100)

Contacts

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