

BIP “Planning and Reporting for Sustainable Management”

Call for Students Applications

Introduction

The University of Parma, Grenoble Ecole de Management, Estonian Business School, Universidade Portucalense Infante D. Henrique, and Kwansai Gakuin University 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-stepped 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.

Language of teaching: English.

ECTS credits awarded (with credit equivalents for non-ECTS partners)

- 6 ECTS at University of Parma (Coordinator): minimum of 8 participants

- 5 ECTS at Grenoble Ecole de Management: minimum of 8 participants
- 6 ECTS at Estonian Business School: minimum of 8 participants
- 5 ECTS at Universidade Portucalense Infante D. Henrique: minimum of 8 participants
- 4 Japanese University Credit at Kwansei Gakuin University: possibly 8 participants

Program location(s) for in presence lessons: Department of Economics and Management, Via J. F. Kennedy, 6 – 43125 Parma (IT).

Eligibility criteria

To apply for this program, students must be regularly enrolled at one of the participating universities.

Applicants must be enrolled in a bachelor's level degree.

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

Participation to this program is open to students of the following disciplines and/or degree courses:

- At the University of Parma
 - Corso di Laurea in Economia e Management (Bachelor's Degree in Economics and Management)
- At Grenoble Ecole de Management
 - Bachelor in International Business
- At the Estonian Business School
 - International Bachelor of Business Administration
 - Bachelor of International Entrepreneurship
- At Universidade Portucalense Infante D. Henrique
 - Degree in Marketing
 - Degree in Management
 - Degree in Economics
- At Kwansei Gakuin University
 - All degrees

How to apply

Students interested in participating should fill out the application form at the link https://forms.office.com/Pages/ResponsePage.aspx?id=xUsGu6i37EG6vte-s_rrHGYH WX15-hZ0mvf-I2-GrjVUNEIGQINSVFpBWK5UUFIVSThaOTZXS0FN TS4u as well as upload the required documents at the links listed below by July, 3rd, 2022. Please note that the application form has an English version which can be selected from the drop-down menu at the top right of the window.

The following documents are required to complete the application:

1. Identity document
2. A Curriculum Vitae in English

3. Transcript of Records/A certificate of enrolment at the home University with a list of passed exams and grades

Students shall prepare a single PDF file with the documents above, in the order suggested above (i.e., Identity Document, Curriculum Vitae in English and Transcript of Records) 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.

Students, from each of the Universities offering the BIP, must upload the PDF file prepared as above to the OneDrive File Request link of the University in which they are enrolled:

- For students at the University of Parma: https://univpr-my.sharepoint.com/:f:/g/personal/mario_veneziani_unipr_it/EmsfhI5ZYNDofCjZyLvLVcBHsVhmUKno8K85tWm8zA7jA
- For students at Grenoble Ecole de Management: https://univpr-my.sharepoint.com/:f:/g/personal/mario_veneziani_unipr_it/EkAf5wltx7tFrEw7mwr-VmwBly4AzcpqG9jwMdiwXAM_ZQ
- For students at Estonian Business School: https://univpr-my.sharepoint.com/:f:/g/personal/mario_veneziani_unipr_it/Eo92_ZfKnXtEqh6hgv_FbC0B9u7Le2LJWfVrsC3oFiFIUg
- For students at Universidade Portucalense Infante D. Henrique: https://univpr-my.sharepoint.com/:f:/g/personal/mario_veneziani_unipr_it/EvlRyyIKt81KgESbhxzSSGgB3MLzG13p-1S_KG4jkYIS5g
- For students at Kwansai Gakuin University: https://univpr-my.sharepoint.com/:f:/g/personal/mario_veneziani_unipr_it/EgsBcmM7GiBGnzXUHPpfgHABRbtok4mmx3BF1sNfPmFF5A

Students will be notified of their acceptance by July 15th, 2022.

Selection criteria and procedures

An appointed committee, formed by Prof. Mario Veneziani, Prof. Patrick O' Sullivan, Prof. Mari Kooskora, Prof. Sonia Nogueira, and Prof. Satoshi Sughara will carry out the selection procedures based on the following criteria:

- Criterion 1: Average Student Grade
 - For students at the University of Parma: a minimum average of 25 out of 30
 - For students at Grenoble Ecole de Management: a minimum average of 14 out of 20
 - For students at Estonian Business School: a minimum average of 3 out of 5
 - For students at Universidade Portucalense Infante D. Henrique: a minimum average of 13 out of 20
 - For students at Kwansai Gakuin University: all students willing to take the course can apply
- Criterion 2: Language Competence, to be verified during the interview stage of the selection procedure
- Criterion 3: Interview and Curriculum Vitae

Selected students must communicate their acceptance or withdrawal by July 24th, 2022 by contacting their university program coordinator (see below).

Financial support

Each partner university shall be responsible for the management of the financial aspects of the mobilities in accordance with the provisions of their National Erasmus+ Agency.

No financial support is available for University of Parma students as they will not be travelling for purposes of participation in this program.

Contacts

University of Parma (Coordinator) – Prof. Mario Veneziani, mario.veneziani@unipr.it – Prof. Andrea Cilloni, andrea.cilloni@unipr.it

Grenoble Ecole de Management – Prof. Patrick O’ Sullivan – patrick.osullivan@grenoble-em.com

Estonian Business School – Prof. Mari Kooskora – mari.kooskora@ebs.ee

Universidade Portucalense Infante D. Henrique – Prof. Sonia Nogueira – snogueira@mail.upt.pt

Kwansei Gakuin University – Prof. Satoshi Sughara – stussy@kwansei.ac.jp