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# Explore Cultures and Enhance Skills in International Business

Blended Intensive Programme (BIP)

Helsinki

Virtual Part: 23/04/2026

Physical Part: 18/05/2026 to 22/05/2026



## Explore Cultures and Enhance Skills in International Business

Beneficiary Module BIP code: 2025-1-FI01-KA131-HED-000317023-1

### Summary of Information:

<b>In which city is the BIP located?</b>	Helsinki, Finland
<b>Name of the hosting university?</b>	Haaga-Helia University of Applied Sciences
<b>Name of the coordinating university?</b>	Haaga-Helia University of Applied Sciences
<b>Ulysseus BIP topics?</b>	Multilingual & intercultural competences; Transversal/Interdisciplinary topics aligned with the Ulysseus Mission
<b>ISCED code, according to the list in annex 1</b>	0410 Business 1015 Travel, tourism and leisure
<b>Amount of ECTS:</b>	5 ECTS
<b>Expected participants (students, staff or the two ones) and the expected study level for students:</b>	Students : Bachelor
<b>Maximum number of desired Erasmus BIP participants (granted or zero granted) and precise if non-BIP participants, can be added:</b>	Erasmus+ BIP participants 30 UoM 5
<b>Start/End dates of the virtual component:</b>	23/04/2026 – 17/05/2026  Virtual component starts on 23/04/2026 time: 14:00 CET 15:00EET (90min)
<b>Start/End dates of the physical component:</b>	18/05/2026 to 22/05/2026
<b>(Expected) Workload (detail for physical component and the virtual one if possible):</b>	135 hours
<b>Language and level required:</b>	English level B1
<b>Available funding:</b>	<i>Consult your home university regarding available funding options</i>

<b>Hosting university's registration deadline to receiving (the participant list) or (the signed Erasmus mobility agreement):</b>	Registration period is from 15/11/25 to 15/02/26
<b>Application Details:</b>	Please contact your Ulysseus Local Mobility Officers in this table below. Feel free to reach out to them with any questions. They will manage the selection process internally.
<b>Contact details of Ulysseus Local Mobility Officers:</b>	
<b>University of Seville:</b>	<a href="mailto:mobilityulysseus@us.es">mobilityulysseus@us.es</a>
<b>Université Côte d'Azur:</b>	<a href="mailto:mobility-ulysseus@univ-cotedazur.fr">mobility-ulysseus@univ-cotedazur.fr</a>
<b>University of Genoa:</b>	<a href="mailto:mobility.ulysseus@info.unige.it">mobility.ulysseus@info.unige.it</a>
<b>Technical University of Kosice:</b>	<a href="mailto:natalia.vaskova@tuke.sk">natalia.vaskova@tuke.sk</a>
<b>MCI The Entrepreneurial School®:</b>	<a href="mailto:mobilityofficer.ulysseus@mci.edu">mobilityofficer.ulysseus@mci.edu</a>
<b>Haaga-Helia University of Applied Sciences:</b>	<a href="mailto:mobilityulysseus@haaga-helia.fi">mobilityulysseus@haaga-helia.fi</a>
<b>University of Münster:</b>	<a href="mailto:mobilityulysseus@uni-muenster.de">mobilityulysseus@uni-muenster.de</a>
<b>University of Montenegro:</b>	<a href="mailto:ulysseusmobility@ucg.ac.me">ulysseusmobility@ucg.ac.me</a>

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### General Course Information

This unique course brings together students and teachers to explore intercultural communication and international business through hands-on and immersive experiences. Alongside classroom learning, participants will experience Finland's culture and deep-rooted connection to nature through a field trip and gain skills through latest tools and technologies in versatile Haaga-Helia labs.

Students will actively experience how culture influences communication, behaviour, and business practices. Working with a commissioner, participants will develop key skills in international business, problem-solving, and intercultural collaboration. The course blends classroom learning with real-world cultural engagement, making it a truly transformative opportunity.



## Course Content

Students will work in international teams throughout the course, engaging with a commissioner to address real-world challenges. The course focuses on the following key areas:

- **Intercultural competencies** and effective collaboration in diverse teams
- **International business practices**, including global marketing and exporting
- **AI and digital tools** for modern business environments
- A **multidisciplinary approach** to problem-solving and innovation
- Development of **critical thinking** and **problem-solving skills** essential for global business contexts
- Practical training in **business sales pitching**, attracting international customers, and navigating foreign markets
- The course culminates in a final task where students present their solution to the commissioner in the form of a **sales pitch, poster, or presentation**, aiming to convince the commissioner to adopt their proposed strategy.

## Learning Outcomes

By the end of this course, students will be able to:

- Demonstrate intercultural competencies for effective collaboration in international and multidisciplinary teams.
- Apply critical thinking and problem-solving skills to address complex challenges in global business contexts.
- Utilize AI and digital tools for communication and presentation.
- Develop and deliver persuasive business pitches, posters, or presentations tailored to a commissioner's needs by using Haaga-Helia Lab 8 tools.
- Design marketing strategies for attracting customers across diverse cultural and geographic markets.
- Understand key principles of exporting or attracting costumers
- Integrate knowledge from multiple disciplines to create innovative and practical business solutions.
- Deepen cultural understanding through nature-based experiences

## Virtual Part

The online session on 23/04/2026 at 14:00– 16:30 CET brings together the participants to explore intercultural communication and collaboration. Through presentations, group discussions, and shared insights, participants will examine cultural differences, business etiquette, and prepare for the upcoming BIP program at Haaga-Helia.

### Agenda:

- **Short Introductions:** Representatives from each university give a university presentation
- **Understanding Intercultural Communication:** Overview of cultural considerations and Hofstede's dimensions
- **Breakout Discussions:** Mixed groups discuss cultural comparisons and course dynamics
- Topics include:
  - Cultural differences/similarities
  - Considerations for BIP in Haaga-Helia in May
  - Effective business communication and etiquette
- **Presentation Preparation:** Groups create presentations on their findings
- **Presentation Session:** Sharing insights and conclusions 5 min / group
- **Instructions for pre-assignment and cultural fair**
- **Next steps**

## Physical Part

The physical part of the programme will be in Helsinki on 18/05/2026-22/05/2026.

This BIP emphasizes the interaction between classroom learning and nature-based experiences, including a field trip. Students will explore native Finnish culture and customs while engaging with core themes such as **intercultural competencies** and **international business-related skills**. The seminar provides a unique opportunity to connect cultural understanding with practical business insights in a natural and immersive setting.

	Morning	Afternoon
Day 1	Introduction of participants and institutions Cultural fair	Walking meeting Team creation Presentation of pre-assignments
Day 2	Meeting the commissioner Field trip in Nuuksio – National park	Field trip in Nuuksio
Day 3	World Café activity Working on the commission with HH Lab 8 tools	Intercultural communication – activity Working on the commission with Lab 8 tools
Day 4	Speed debating- activity AI and digital tools for ideating and pitching Group 2 Emotions lab practicing presentations Group 1	AI and digital tools for ideating and pitching Group 1 Emotions lab practicing presentations Group 2
Day 5	Commissioner presentations	Feedback and closing session

## Requirements

- English language proficiency level B1. Motivation.

## Application Process

Depending on student's HOME UNIVERSITY, please find below the contact information, including a list of links providing email addresses from the mobility offices of each of the Alliance's universities.

University	Students / PhD / Staffs
University of Seville	<a href="mailto:mobilityulysseus@us.es">mobilityulysseus@us.es</a>
Université Côte d'Azur	<a href="mailto:mobility-ulysseus@univ-cotedazur.fr">mobility-ulysseus@univ-cotedazur.fr</a>
University of Genova	<a href="mailto:mobility-ulysseus@unige.it">mobility-ulysseus@unige.it</a>
Technical University of Košice	<a href="mailto:natalia.vaskova@tuke.sk">natalia.vaskova@tuke.sk</a>
MCI   The Entrepreneurial School	<a href="mailto:mobilityofficer.ulysseus@mci.edu">mobilityofficer.ulysseus@mci.edu</a>
Haaga-Helia University of Applied Sciences	<a href="mailto:mobilityulysseus@haaga-helia.fi">mobilityulysseus@haaga-helia.fi</a>
University of Münster	<a href="mailto:mobilityulysseus@uni-muenster.de">mobilityulysseus@uni-muenster.de</a>
University of Montenegro	<a href="mailto:ulysseusmobility@ucg.ac.me">ulysseusmobility@ucg.ac.me</a>

## Professors

### Haaga-Helia University of Applied Sciences

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### Université Côte d'Azur

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Zenna Marshall [zenna.marshall@univ-cotedazur.fr](mailto:zenna.marshall@univ-cotedazur.fr)

### Technical University of Košice

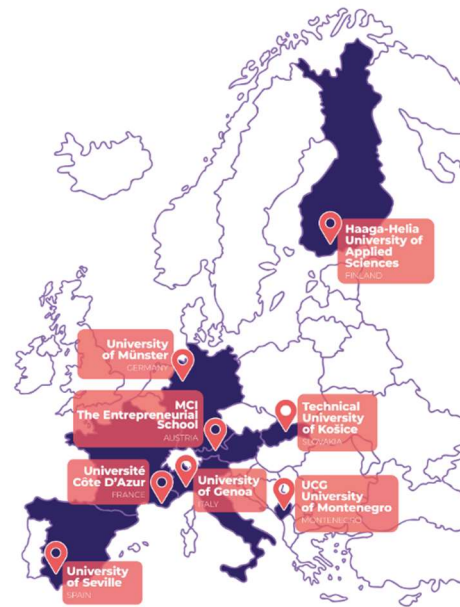
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### University of Genova

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