Ulysseus
EUROPEAN UNIVERSITY

SUSTAINABLE BUSINESS DEVELOPMENT AND INTERCULTURAL COMMUNICATION

Blended Intensive Programme (BIP)

Université Côte d'Azur
Virtual component: 01 –22 April 2027
Physical component: 24 –28 May 2027

Sustainable Business Development and Intercultural Communication

Beneficiary Module BIP code: 2025-1-FR01-KA131-HED-000307844-8

Summary of Information:

In which city is the BIP located?	Nice
Name of the hosting university?	Université Côte d'Azur
Name of the coordinating university?	Université Côte d'Azur
Ulysseus BIP topics?	❑ Entrepreneurship; ❑ Multilingual & intercultural competences skills; ❑ Equality, Diversity & Inclusion; ❑ Citizen Engagement ❑ Topics related to the Ulysseus Innovation Hubs, ❑ Transversal/Interdisciplinary topics aligned with the Ulysseus Mission):
ISCED code, according to the list in annex 1	0410 – Business Administration (Sustainable business development) 0239 – English for intercultural communication
Amount of ECTS:	5 ECTS
Expected participants (students, staff or the two ones) and the expected study level for students:	30 participants (2 UniCA teachers, 6 incoming teachers, + 22 students) Bachelor and Masters levels
- Maximum number of desired Erasmus BIP participants (granted or zero granted)	22 Erasmus BIP students max (around 5 students per university) 2 non-BIP students (Montenegro) 6 Erasmus BIP teachers (Haaga-Helia, TUKE, Genoa)

Start/End dates of the virtual component:	01 to 22/04/2027
Start/End dates of the physical component:	24 to 28/05/2027
(Expected) Workload (detail for physical component and the virtual one if possible):	**Virtual Component:** An asynchronous task (given 1/04/27) that needs to be submitted to Moodle course by all incoming BIP student participants by 15/04/27 Kick-off synchronous 2-hr Zoom class on 22/04/27 (14:00-16:00 CET) **Physical Component:** Mon – Fri Monday, students will meet the commissioner (Sustainable local company) who will introduce the real-life business task. During the week the students, working in mixed intercultural teams of 6, will have input each morning (including workshops on: intercultural communication, team building, UN SDGs, sustainable business development, business lab tools, presentation skills) and then time to work with their team on the commissioner's task under guided supervision. Their final work will be presented back to the commissioner on Friday with both business and language/communication feedback. Approx schedule: 9:00-12:00 and 13:00-16:00
Language and level required:	A confident B1-level in **English** with a willingness to communicate and participate in that language.

Available funding:	*Consult your home university regarding available funding options*
Hosting university's registration deadline to receive the signed Erasmus mobilty agreement:	8 February 2027
Contact person for Online Learning Agreement OLA approval:	Guilhem Lecouteux, Vice-Dean for International Relations eur-elmi.international@univ-cotedazur.fr
Application Details:	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.
Contact details of Ulysseus Local Mobility Officers:	
University of Seville:	**mobilityulysseus@us.es**
Université Côte d'Azur:	**mobility-ulysseus@univ-cotedazur.fr**
University of Genoa:	**mobility.ulysseus@info.unige.it**
Technical University of Kosice:	**natalia.vaskova@tuke.sk**
MCI The Entrepreneurial School®:	**mobilityofficer.ulysseus@mci.edu**
Haaga-Helia University of Applied Sciences:	**mobilityulysseus@haaga-helia.fi**
University of Münster:	**mobilityulysseus@uni-muenster.de**
University of Montenegro:	**ulysseusmobility@ucg.ac.me**



General Course Information:

- **Course Description:** This course is aimed at students at a Bachelors or Masters level interested in intercultural teamwork and business sustainability organized by UniCA in collaboration with Haaga-Helia, TUKE, UniGe and external business stakeholders.

- **Ulysseus Priority topics:**
  - Entrepreneurship;
  - Multilingual & intercultural competences;
  - Equality Diversity & Inclusion;
  - Citizen Engagement
  - Transversal/Interdisciplinary topics aligned with the Ulysseus Mission

- **Target group:**

Students

- **Level (for students):**

  Bachelors
  Masters

- **Field of study and ISCED code(s) for a BIP for students using the ISCED code list in annex:** Sustainable Business Development and Intercultural Communication and Teamwork

- **Course dates:**
  Physical component: 24 to 28/ 05/ 27

  Virtual component: 01 to 22/ 04/ 27

- **Registration dates are open until 8 February 2027**
  Please be aware that your home university may set a different application deadline depending on their internal selection process (around 2-3 months).

Course Content:

Virtual Component:
An asynchronous task (given 1/04/27) that needs to be submitted to Moodle course by all incoming BIP student participants by 15/04/27
Kick-off synchronous 2-hr Zoom class on 22/04/27 (14:00-16:00 CET)

Physical Component: Mon – Fri
Monday, students will meet the commissioner (sustainable local company) who will introduce the real-life business task. During the week the students, working in mixed intercultural teams of 6, will have input each morning (including workshops on: intercultural communication, team building, UN SDGs, sustainable business development, business lab tools, presentation skills) and then time to work with their team on the commissioner's task under guided supervision. Their final work will be presented back to the commissioner on

Friday with both business and language/communication feedback. Approx schedule: 9:00-12:00 and 13:00-16:00

- Course content: Sustainable Business Development
- Learning Outcomes:

  Following this course, students will be able to:

  - understand key principles of sustainable business and responsible management;
  - analyse sustainability challenges through the specific context of a local business;
  - work effectively in multicultural and international teams;
  - communicate, negotiate and solve problems across cultural differences;
  - respond to a real-world business brief set by a local commissioner;
  - produce the required task-based deliverables collectively
  - develop practical, sustainable and commercially realistic solutions;
  - present and defend recommendations in an international professional context.

The course will combine sustainable business thinking with intercultural teamwork and communication, using a real local sustainable business challenge as the central project.

Physical Mobility:

The physical mobility will take place at Université Côte d'Azur in Nice, France, from 24 to 28 May 2027. The programme will include both morning and afternoon activities, combining workshops on sustainable business (such as eco-tourism) and intercultural communication with collaborative project work in international student teams.

Students will receive a real-world business challenge from a local commissioner and will work together to develop practical, sustainable, and culturally informed recommendations. The week will also include field-based activities and/or a company visit, opportunities for intercultural exchange, and dedicated teamwork sessions. The programme will conclude

with the presentation of the students' final proposals to the commissioner and teaching team.

	Morning	Afternoon
Day 1	Introductions: Ice-breaking and team building activities. Student/staff co-created cultural fair.	Meet the commissioner and understand the task. Q&A with supervisors. First ideation.
Day 2	Workshop: Exploring the UN SDGs Workshop: Intercultural self-awareness and teamwork	Field Visit: company/local area to understand cultural/business context. Building ideation.
Day 3	World Café seminar: Exploring meanings and perspectives Talk/Q&A: business development	Input: Business lab Tools Guided project work
Day 4	Workshop: Working Interculturally Workshop: Presenting confidently using English as a lingua franca	Input: Creating presentation visuals Guided project work
Day 5	Business Forum: final team presentations and reporting back to the commissioner plus feedback	Adjourning the project Networking

*Please note the schedule may change slightly to suit the commissioner working under real world business constraints

Virtual Component/Part:

The virtual component will run from 1 April to 22 April 2027. Students will complete an asynchronous preparatory task focusing on sustainable business values and intercultural communication, to be submitted by 15 April 2027. This activity will introduce key concepts, encourage reflection on cultural perspectives, and prepare participants for the collaborative work undertaken during the BIP. The virtual phase will conclude with an online kick-off meeting on 22 April 2027, during which students and teaching staff will meet, review the project objectives and organisation, and prepare for the physical mobility.

Topics covered will include:
UN Sustainable Development Goals; Sustainable Business Principles; Eco-tourism and Responsible Tourism Practices; Intercultural Communication and Teamwork; and Preparation for the Business Challenge.

Requirements:

The BIP is open to Bachelor's and master's students from a range of academic backgrounds. No specific prior knowledge of sustainable business is required; however, participants should be motivated, open-minded and willing to collaborate actively in an intercultural environment. A minimum good B1 level of English is required, and students should be willing and able to communicate, exchange ideas and participate fully in teamwork and project activities in English.

Application Process:

After completing your BIP template, please send it to your Local Mobility Officer to check it.

Please contact your Ulysseus Local Mobility Officer. Feel free to reach out to them with any questions. They will manage the selection process internally.

Professor(s):

Zenna Marshall – Université Côte d'Azur, France
Catherine May – Université Côte d'Azur, France
Ana Dimkar – Haaga-Helia University of Applied Sciences, Finland
Pia Kiviaho-Kallio – Haaga-Helia University of Applied Sciences, Finland
Niina Moilanen – Haaga-Helia University of Applied Sciences, Finland
Laura Santini – University of Genoa, Italy
Ľudmila Bartóková – Technical University of Košice, Slovakia
Manuela Raisová – Technical University of Košice, Slovakia

Contact(s):

Zenna Marshall zenna.marshall@univ-cotedazur.fr,

Catherine May catherine.may@univ-cotedazur.fr

The person responsible for approving the Online Learning Agreement (OLA)

Guilhem Lecouteux, Vice-Dean for International Relations:

eur-elmi.international@univ-cotedazur.fr



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Annex 1: ISCED CODES

Broad field	Narrow field	Detailed field
00 Generic programmes and qualifications	000 Generic programmes and qualifications not further defined	0000 Generic programmes and qualifications not further defined
	001 Basic programmes and qualifications	0011 Basic programmes and qualifications
	002 Literacy and numeracy	0021 Literacy and numeracy
	003 Personal skills and development	0031 Personal skills and development
	009 Generic programmes and qualifications not elsewhere classified	0099 Generic programmes and qualifications not elsewhere classified
01 Education	011 Education	0110 Education not further defined 0111 Education science 0112 Training for pre-school teachers 0113 Teacher training without subject specialisation 0114 Teacher training with subject specialisation 0119 Education not elsewhere classified
	018 Inter-disciplinary programmes and qualifications involving education	0188 Inter-disciplinary programmes and qualifications involving education
02 Arts and humanities	020 Arts and humanities not further defined	0200 Arts and humanities not further defined
	021 Arts	0210 Arts not further defined 0211 Audio-visual techniques and media production 0212 Fashion, interior and industrial design 0213 Fine arts 0214 Handicrafts 0215 Music and performing arts 0219 Arts not elsewhere classified
	022 Humanities (except languages)	0220 Humanities (except languages) not further defined 0221 Religion and theology 0222 History and archaeology 0223 Philosophy and ethics 0229 Humanities (except languages) not elsewhere classified
	023 Languages	0230 Languages not further defined 0231 Language acquisition 0232 Literature and linguistics 0239 Languages not elsewhere classified
	028 Inter-disciplinary programmes and qualifications involving arts and humanities	0288 Inter-disciplinaryprogrammes and qualifications involving arts and humanities
	029 Arts and humanities not elsewhere classified	0299 Arts and humanities not elsewhere classified

Broad field	Narrow field	Detailed field
03 Social sciences, journalism and information	030 Social sciences, journalism and information not further defined	0300 Social sciences, journalism and information not further defined
	031 Social and behavioural sciences	0310 Social and behavioural studies not further defined 0311 Economics 0312 Political sciences and civics 0313 Psychology 0314 Sociology and cultural studies 0319 Social and behavioural sciences not elsewhere classified
	032 Journalism and information	0320 Journalism and reporting not further defined 0321 Journalism and reporting 0322 Library, information and archival studies 0329 Journalism and reporting not elsewhere classified
	038 Inter-disciplinary programmes and qualifications involving social sciences, journalism and information	0388 Inter-disciplinary programmes and qualifications involving social sciences, journalism and information
	039 Social sciences, journalism and information not elsewhere classified	0399 Social sciences, journalism and information not elsewhere classified
04 Business, administration and law	040 Business, administration and law not further defined	0400 Business, administration and law not further defined
	041 Business and administration	0410 Business and administration not further defined 0411 Accounting and taxation 0412 Finance, banking and insurance 0413 Management and administration 0414 Marketing and advertising 0415 Secretarial and office work 0416 Wholesale and retail sales 0417 Work skills 0419 Business and administration not elsewhere classified
	042 Law	0421 Law
	048 Inter-disciplinary programmes and qualifications involving business, administration and law	0488 Inter-disciplinary programmes and qualifications involving business, administration and law
	049 Business, administration and law not elsewhere classified	0499 Business, administration and law not elsewhere classified

Broad field	Narrow field	Detailed field
05 Natural sciences, mathematics and statistics	050 Natural sciences, mathematics and statistics not further defined	0500 Natural sciences, mathematics and statistics not further defined
	051 Biological and related sciences	0510 Biology and related sciences not further defined 0511 Biology 0512 Biochemistry 0519 Biology and related sciences not elsewhere classified
	052 Environment	0520 Environment not further defined 0521 Environmental sciences 0522 Natural environments and wildlife 0529 Environment not elsewhere classified
	053 Physical sciences	0530 Physical sciences not further defined 0531 Chemistry 0532 Earth sciences 0533 Physics 0539 Physical sciences not elsewhere classified
	054 Mathematics and statistics	0540 Mathematics and statistics not further defined 0541 Mathematics 0542 Statistics 0549 Mathematics and statistics not elsewhere classified
	058 Inter-disciplinary programmes and qualifications involving natural sciences, mathematics and statistics	0588 Inter-disciplinary programmes and qualifications involving natural sciences, mathematics and statistics
	059 Natural sciences, mathematics and statistics not elsewhere classified	0599 Natural sciences, mathematics and statistics not elsewhere classified
06 Information and Communication Technologies	061 Information and Communication Technologies (ICTs)	0610 Information and Communication Technologies (ICTs) not further defined 0611 Computer use 0612 Database and network design and administration 0613 Software and applications development and analysis 0619 Information and Communication Technologies (ICTs) not elsewhere classified
	068 Inter-disciplinary programmes and qualifications involving Information and Communication Technologies (ICTs)	0688 Inter-disciplinary programmes and qualifications involving Information and Communication Technologies (ICTs)

Broad field	Narrow field	Detailed field
07 Engineering, manufacturing and construction	070 Engineering, manufacturing and construction not further defined	0700 Engineering, manufacturing and construction not further defined
	071 Engineering and engineering trades	0710 Engineering and engineering trades not further defined 0711 Chemical engineering and processes 0712 Environmental protection technology 0713 Electricity and energy 0714 Electronics and automation 0715 Mechanics and metal trades 0716 Motor vehicles, ships and aircraft 0719 Engineering and engineering trades not elsewhere classified
	072 Manufacturing and processing	0720 Manufacturing and processing not further defined 0721 Food processing 0722 Materials (glass, paper, plastic and wood) 0723 Textiles (clothes, footwear and leather) 0724 Mining and extraction 0729 Manufacturing and processing not elsewhere classified
	073 Architecture and construction	0731 Architecture and construction not further defined 0731 Architecture and town planning 0732 Building and civil engineering 0739 Architecture and construction not elsewhere classified
	078 Inter-disciplinary programmes and qualifications involving engineering, manufacturing and construction	0788 Inter-disciplinary programmes and qualifications involving engineering, manufacturing and construction
	079 Engineering, manufacturing and construction not elsewhere classified	0799 Engineering, manufacturing and construction not elsewhere classified
08 Agriculture, forestry, fisheries and veterinary	080 Agriculture, forestry, fisheries and veterinary not further defined	0800 Agriculture, forestry, fisheries and veterinary not further defined
	081 Agriculture	0810 Agriculture not further defined 0811 Crop and livestock production 0812 Horticulture 0819 Agriculture not elsewhere classified
	082 Forestry	0821 Forestry
	083 Fisheries	0831 Fisheries
	084 Veterinary	0841 Veterinary
	088 Inter-disciplinary programmes and qualifications involving agriculture, forestry, fisheries and veterinary	0888 Inter-disciplinary programmes and qualifications involving agriculture, forestry, fisheries and veterinary
	089 Agriculture, forestry, fisheries and veterinary not elsewhere classified	0899 Agriculture, forestry, fisheries and veterinary not elsewhere classified

Broad field	Narrow field	Detailed field
09 Health and welfare	090 Health and welfare not further defined	0900 Health and welfare not further defined
	091 Health	0910 Health not further defined 0911 Dental studies 0912 Medicine 0913 Nursing and midwifery 0914 Medical diagnostic and treatment technology 0915 Therapy and rehabilitation 0916 Pharmacy 0917 Traditional and complementary medicine and therapy 0919 Health not elsewhere classified
	092 Welfare	0910 Welfare not further defined 0921 Care of elderly and of disabled adults 0922 Child care and youth services 0923 Social work and counselling 0929 Welfare not elsewhere classified
	098 Inter-disciplinary programmes and qualifications involving health and welfare	0988 Inter-disciplinary programmes and qualifications involving health and welfare
	099 Health and welfare not elsewhere classified	0999 Health and welfare not elsewhere classified
10 Services	100 Services not further defined	1000 Services not further defined
	101 Personal services	1010 Personal services not further defined 1011 Domestic services 1012 Hair and beauty services 1013 Hotel, restaurants and catering 1014 Sports 1015 Travel, tourism and leisure 1019 Personal services not elsewhere classified
	102 Hygiene and occupational health services	1020 Hygiene and occupational health services not further defined 1021 Community sanitation 1022 Occupational health and safety 1029 Hygiene and occupational health services not elsewhere classified
	103 Security services	1030 Security services not further defined 1031 Military and defence 1032 Protection of persons and property 1039 Security services not elsewhere classified
	104 Transport services	1041 Transport services
	108 Inter-disciplinary programmes and qualifications involving services	1088 Inter-disciplinary programmes and qualifications involving services
	109 Services not elsewhere classified	1099 Services not elsewhere classified
99 Field unknown	999 Field unknown	9999 Field unknown