

BIP, December 01-05, 2025

“Intercultural Competence and Communication in Global Markets: Managing Challenges for Sustainable Economic Growth”

Host University: University of Opole, Poland

The Blended Intensive Program (BIP) 2025, titled “Intercultural Competence and Communication in Global Markets: Managing Challenges for Sustainable Economic Growth,” is an interdisciplinary academic initiative hosted by Opole University, Opole, Poland. Designed for bachelor-level students, the program aims to strengthen participants’ intercultural, communicative, and managerial competencies essential for effective leadership in the global economy. Structured as a 60-hour learning experience, it combines 30 hours of virtual collaborative instruction with 30 hours of in-person mobility at the host university. The program integrates theoretical frameworks with practical applications, enabling students to understand how cultural intelligence, adaptability, and ethical communication influence managerial decision-making, leadership, and sustainable business practices in diverse international contexts.

Through interactive lectures, case analyses, simulations, and cross-cultural teamwork, participants explore the dynamics of intercultural communication, global negotiation, and multicultural team management. The virtual component introduces key theoretical concepts and fosters international collaboration, while the physical mobility segment provides experiential learning through workshops, industrial visits, and engagement with experts in global business and sustainability. By bridging academic knowledge with real-world application, the BIP enhances students’ ability to analyze complex intercultural challenges, resolve conflicts, and lead inclusively across cultural and disciplinary boundaries. Upon completion, students will have developed a comprehensive understanding of intercultural competence as a strategic tool for organizational success and sustainable economic growth. Participants will receive 5 ECTS credits and a certificate from Opole University, affirming their readiness to contribute as culturally competent, ethically aware, and globally minded professionals.

BIP-2025, Partners and Project Leaders

1. Faculty of Philology, University of Opole - Host University
 - Project Leader (s):
 - Assoc. Prof. Dr Elżbieta Szymańska-Czaplak, Dean, Faculty of Philology, University of Opole, Poland
 - Asst. Prof. Dr. Pradeep Kumar, Faculty of Philology, University of Opole, Poland; and Visiting Professor, Faculty of Industrial Engineering, University of Applied Sciences, Mittweida, Germany
 - Mgr Dominika Gmroth, Office for Research and Project Management, Erasmus+ Programme, University of Opole, Poland
2. The Faculty of Industrial Engineering, University of Applied Sciences in Mittweida, Germany
 - Project Leader (s):
 - Prof. Dr. rer. oec. Serge Velesco, Educational Dean, Cooperation degree programs, Faculty of Industrial Engineering, University of Applied Sciences Mittweida, Germany
 - Prof. Dr. Pradeep Kumar, Visiting Professor, Faculty of Industrial Engineering, Mittweida, Germany
3. "Dunarea de Jos" University of Galati, Romania
 - Project Leader (s):
 - Assoc. prof. dr. Ecaterina Daniela Zeca, "Dunarea de Jos" University of Galati, Romania

The BIP 2025 is designed for both theoretical inquiry and practical application. It seeks to cultivate the ability to critically analyze, interpret, and navigate cultural dynamics that influence international business practices, leadership models, and decision-making processes. Participants will engage in rigorous academic discourse and experiential learning activities designed to enhance their understanding of the role that intercultural competence and communication play in achieving sustainable economic growth and organizational resilience within global markets.

Through interactive modules, workshops, and simulations, students will explore key dimensions of cross-cultural communication, global negotiation strategies, and multicultural team management. These learning experiences will encourage participants to apply academic frameworks to real-world contexts, examining how cultural intelligence, adaptability, and ethical awareness contribute to effective international collaboration and sustainable management practices. The blended design of the program facilitates a continuous learning process, fostering intercultural exchange through both virtual collaboration and in-person engagement.

The **virtual component** introduces participants to foundational theories and conceptual models of intercultural communication and management, utilizing synchronous lectures, asynchronous discussions, and collaborative case analyses. This phase promotes the development of analytical and reflective thinking skills essential for understanding the complexities of global business environments.

The **physical mobility component**, conducted at Opole University, offers an immersive intercultural experience through practical workshops, problem-solving activities, and interaction with industry experts. These sessions emphasize experiential learning and the application of theoretical knowledge in authentic, multinational settings.

By integrating perspectives from disciplines such as international business, economics, communication studies, and intercultural management, BIP 2025 provides a holistic and research-informed understanding of global market dynamics. Participants will examine current challenges faced by organizations operating across borders—such as cultural adaptation, ethical leadership, digital globalization, and the promotion of sustainable business models—and develop strategies to address them effectively.

The program's pedagogical approach emphasizes active learning, team-based collaboration, and reflective practice. Students will work in multicultural groups to address complex case studies, develop intercultural communication strategies, and propose innovative solutions to real-world management problems. This collaborative learning environment encourages the development of soft skills such as empathy, intercultural sensitivity, and inclusive leadership—competencies increasingly demanded by global employers and international organizations.

By the end of the program, participants are expected to have achieved the following learning outcomes:

- Demonstrated a comprehensive understanding of how cultural factors influence managerial behavior, communication, and organizational performance in international contexts.
- Developed the capacity to apply intercultural frameworks and communication strategies to complex business and negotiation scenarios.
- Enhanced teamwork, leadership, and problem-solving abilities in transnational and multidisciplinary environments.
- Cultivated ethical awareness and critical thinking in addressing global management challenges through the lens of sustainability and social responsibility.

Upon successful completion, all participants will receive **5 ECTS credits** and a **certificate of participation** issued by the host institution.

*Ultimately, **BIP 2025** aspires to create a transformative educational experience that transcends traditional academic boundaries, preparing students to act as culturally competent and ethically grounded leaders capable of fostering sustainable economic and organizational development in an era of global interdependence.*