

BLENDED INTENSIVE PROGRAMME (BIP)

Future Leaders, Global Teams: Building Intercultural Competence Through Design Thinking

Wrocław University of Economics and Business • Wrocław, Poland

BIP NUMBER	2025-1-PL01-KA131-HED-000317019-2		
ONLINE COMPONENT	9 April & 14 May 2027	PHYSICAL COMPONENT	19–23 April 2027
VENUE	Wrocław University of Economics and Business	ECTS	3 ECTS
INTERNATIONAL STUDENTS	25 planned	ENGLISH LEVEL	Minimum B2

Participants

International students: 25 participants.

Polish students: 5 participants.

Target profile: Students of International Business, Business Management, Business and Administration, Marketing and Management; students from other fields are also welcome.

Accommodation: option of accommodation at the “Przegubowiec” student dormitory.

Partners and academic staff

Host institution: Wrocław University of Economics and Business, Poland.

BIP Coordinator: Aleksandra Kuźmińska-Haberla, PhD, Department of International Economic Relations, Wrocław University of Economics and Business (aleksandra.kuzminska-haberla@ue.wroc.pl).

Partner institutions: Technical University of Liberec, Czech Republic; IHI Zittau – TU Dresden, Germany; University of Rijeka, Croatia.

Academic staff: The programme will involve lecturers and experts from the host and partner institutions, bringing international perspectives and practical experience in intercultural communication, international business, Design Thinking and related fields (lecturers and experts to be announced).

Purpose of the BIP

This Blended Intensive Programme is designed to develop students' intercultural competence and future-ready skills through experiential learning, international collaboration and Design Thinking. Participants will explore how cultural differences influence communication, teamwork, leadership, and decision-making, and apply this knowledge to a real challenge related to effective collaboration in multicultural teams.

Description of the Virtual and Physical Activities

The programme will begin with a virtual preparation phase, introducing students to the fundamentals of intercultural communication and the Design Thinking methodology and providing a common conceptual foundation for the physical week in Wrocław.

During the on-site programme, students will take part in intercultural team-building activities designed to build trust, address stereotypes, encourage the exchange of perspectives, and strengthen collaboration in multicultural teams. During lectures and workshops with international teachers, students will explore how culture influences communication and behaviour, and examine cultural orientations, stereotypes, unconscious bias, intercultural competence, and the role of these aspects in effective leadership and teamwork.

An important element of the programme will be the Intercultural Wrocław City Game, during which international teams will complete tasks across the city related to cultural differences, values, stereotypes, diversity, inclusion, respect, and tolerance. Through these activities, students will develop their observation skills, empathy, teamwork, and the ability to reflect critically on cultural phenomena in their everyday environment.

The central part of the programme will be a hands-on Design Thinking challenge focused on developing strong and effective intercultural teams. Working in international groups, students will move through the stages of Empathise, Define, Ideate, Prototype, and Test to identify challenges and develop creative, practical solutions that support mutual understanding and effective collaboration in multicultural teams. The programme will conclude with team pitches, during which students will present their solutions, receive feedback, and reflect on their experiences throughout the week.

During the second virtual session, students will reflect on personal learning and on how the experience can contribute to their future academic and professional development.

Alongside the educational activities, participants will have opportunities to connect and build relationships through a social and cultural programme. Together, these activities will create an immersive learning experience in which students can learn from international academics, collaborate across cultures, apply Design Thinking in practice and develop skills essential for future leaders working in global environments.

Learning outcomes

- Understand how culture influences communication, behaviour, teamwork and leadership.
- Recognise and critically reflect on cultural differences, stereotypes and unconscious bias.
- Communicate and collaborate more effectively in multicultural teams.
- Develop empathy, cultural awareness and the ability to consider different perspectives.
- Apply the Design Thinking process to an intercultural teamwork challenge.
- Strengthen creativity, critical thinking, problem-solving, collaboration, communication and leadership skills.
- Reflect on personal learning and identify ways to transfer intercultural competence to future academic and professional contexts.