

CREATE & COLLABORATE ACROSS CULTURES

FUTURE LEADERS GLOBAL TEAMS



3 ECTS +
Certificates



**BUILDING INTERCULTURAL COMPETENCE
THROUGH DESIGN THINKING**



Discover how Design Thinking can help you understand cultural differences, build stronger global teams, and develop the skills of a future leader. Join interactive workshops, team challenges, and a city game — connect with students from across Europe.



Online meeting: 9 April & 14 May 2027

19 – 23 APRIL 2027



Wroclaw University of Economics & Business, POLAND

WHAT WILL YOU LEARN?

Discover how Design Thinking can help you understand cultural differences, build stronger global teams, and develop the skills of a future leader.

1 UNDERSTAND CULTURAL DIFFERENCES

Discover how cultural differences influence communication, behaviour, decision-making, and teamwork. Learn why intercultural competence is an essential future skill.

2 COMMUNICATE EFFECTIVELY ACROSS CULTURES

Develop your ability to communicate with people from different cultural backgrounds and adapt your style through games, discussions, and activities.

3 DEVELOP EMPATHY & CULTURAL AWARENESS

Explore different perspectives, challenge stereotypes, and understand how cultural backgrounds shape the way people think and interact.

4 APPLY DESIGN THINKING

Experience the full Design Thinking process. Empathise, Define, Ideate, Prototype, and Test. Develop innovative solutions in an international team.

5 BUILD STRONG INTERNATIONAL TEAMS

Learn how to build trust and collaborate in multicultural teams. Complete intercultural challenges with students from different countries.

6 BUILD FUTURE-READY SKILLS

Strengthen creativity, critical thinking, problem-solving, collaboration, communication, empathy, and leadership.

WHAT TO EXPECT?

A unique international learning experience that goes beyond the classroom.

LEARN FROM INTERNATIONAL LECTURERS

Take part in sessions led by lecturers and experts from universities across Europe, combining academic knowledge with practical intercultural experience.

LEARN BY DOING — NOT JUST LISTENING

Expect interactive workshops, challenges, games, discussions, and hands-on activities. Get involved in a range of team-building activities designed to bring people together across cultures.

THINK LIKE A DESIGN THINKER

Use Design Thinking to understand people, explore intercultural challenges, generate creative ideas, and develop practical solutions.

DISCOVER WROCLAW THROUGH CULTURE

Take part in an intercultural city game and discover Wroclaw from a different perspective, exploring its diversity, history, and multicultural character.

CONNECT & BUILD YOUR INTERNATIONAL NETWORK

Meet students from across Europe, exchange experiences and perspectives, build meaningful international connections, and enjoy the social programme.



WHO IS THIS PROGRAMME FOR?

For students who want to understand cultural differences, navigate an intercultural world, and explore new ways of solving problems. If you are creative, curious, open-minded, and like to think outside the box, this **BIP is for you!**

Particularly recommended for students of International Business, Business Management, Business and Administration, Marketing, and Management. Students from other fields are very welcome too!



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