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# DIGITALIZATION OF BUSINESS AND SOCIETY

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**BIP DIGI 2024**

BLENDED INTENSIVE  
PROGRAMME

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UNIVERSITY  
OF PARDUBICE  
FACULTY  
OF ECONOMICS  
AND ADMINISTRATION

13 – 17 MAY  
2024  
Face-to-face

20 MAY – 7 JUNE  
2024  
Online

BIP DIGI  
2024

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**How can you leverage technology to create value for your customers, employees, and society?**

**How can you develop an agile digital mindset that allows you to adapt and innovate in the face of complexity and uncertainty?**

- This course will answer these questions and more. You will learn about the role and impact of new technology in the business environment. You will explore the process of digitalization and how it transforms the way businesses operate, compete, and collaborate.
  - You will discover the concept of agile digital mindset and how it enables individuals and organizations to tackle complex challenges with creativity, flexibility, and a focus on continuous improvement.
  - The course is designed as a blended intensive programme that combines online and offline learning activities. The goal of the course is to help you make informed and qualified decisions about digitalization by selecting appropriate technology.
  - By the end of the course, you will be able to:
    - Identify and evaluate the opportunities and challenges that new technology offers to businesses and society,
    - Apply the concept of agile digital mindset to your own personal and professional development.
  - If you are interested in learning how to thrive in the new era of technology, this course is for you. Join us and become a digital leader!
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## Who is DIGI for?

- **Undergraduate** and **postgraduate** students who want to get into the secrets of the digital world of companies in an interactive way!

## What students will learn?

- What are the new technologies being used to increase company/business efficiency, (e.g. increase turnover, speed up delivery, customer service, company staffing, new product creation, manufacturing process improvements, etc.), how to develop Agile Digital Mindset, and how to decide, which technology is the best for their business.

## What the students should bring to the class?

- Basic understanding of any organization (company or NGO), for which the digitalization strategy will be formulated. The choice of the company is entirely up to each student.

## DIGI 2024 takeaways

- The aim of BIP DIGI is to experience the process of setting digitalization strategy in the testing environment without real-life consequences. By formulating and presenting their digitalization strategy, students can prepare for their managerial and entrepreneurial roles.
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# Information for students

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## How does DIGI 2024 work?

- 5 days face-to-face and online interaction between instructors and participants.  
4 hours of work in the classroom (hourly allowance of one block = subject) and teamwork on the University of Pardubice campus while solving tasks.
- Online sessions working with the creative thinking tools. Practical teamwork, role-playing and problem solving.
- Virtual session of at least two hours for reflection on the tasks.

## When will it take place?

- Face-to-face sessions will happen **13–17 May 2024** in Pardubice. Accommodation for students was booked in the university halls of residence.
- Online sessions two times per week for three weeks after the mobility, **20 May – 7 June 2024**.

## What will students receive?

- 3 ECTS credits after the mobility.
  - The opportunity to explore the beautiful Czech Republic.
  - The chance to meet and engage with new students.
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