

BIP: Sustainable Development in Contemporary Organizations

Online part in March 2025 & onsite part in April 2025

3 ECTS

Powered by:		Sustainable Development Goals			Paths` keywords:
Path 1: Career Development in International Organizations	Faculty of Management				Sustainable Human Resources Management, Career, International Collaboration,
Path 2: AI in Sustainable Organizations	Faculty of Mechanical Engineering and Computer Science				
Path 3: Social Media and Communication in the Digital World	Faculty of Humanities and Social Sciences				
Path 4: Good Health and Well-being in Human-cantered Organizations	Faculty of Health Sciences				

Sustainable Human Resources
Management, Career,
International Collaboration,

AI, Programming, Designing
Software, cybersecurity

Social media, Multicultural
Environment, Communication
using technology tools,

Public Health, nursing, life-
saving, well-being

Dates:

- ✓ online part in **March 2025**
- ✓ from six to eight online meetings
- ✓ onsite part **7th – 11th April 2025**

Venue: University of Bielsko-Biala, Poland

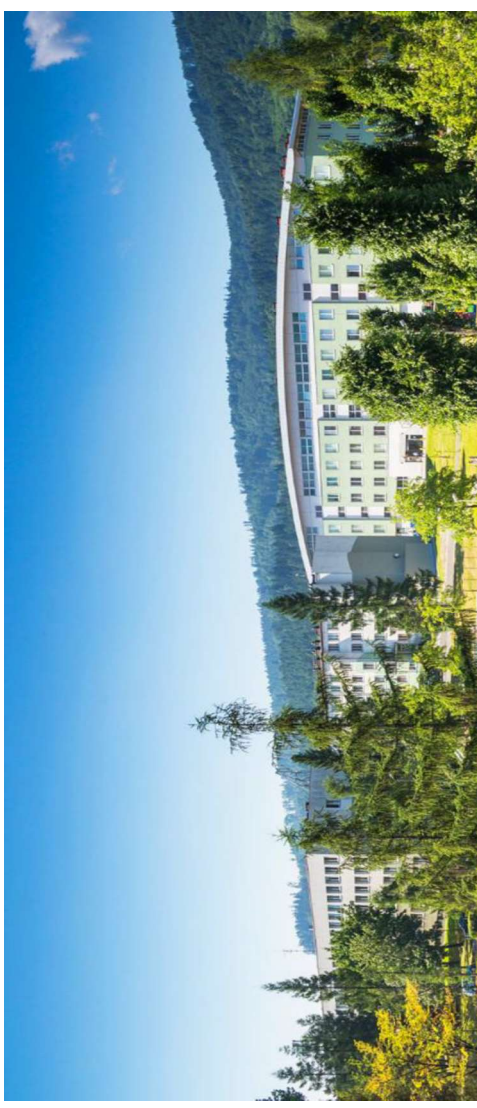
Website: <https://ubb.edu.pl/en/>

Activities involved:

- ✓ Interactive workshops with input sessions
- ✓ Individual, pair, and group work
- ✓ Cultural and heritage trips within a group
- ✓ Active discussions and case studies
- ✓ Study visits to companies, public institutions, and non-profit organizations

Participants:

- ✓ Students of all study levels: BA, MA, and PhD. who want to attend the whole BIP (both virtual and in-person parts)
- ✓ Academics (researchers/teachers) who are ready to provide workshops or lectures in active form
- ✓ Teachers with a small group of students who want to contribute to BIP



Assumption of the attendance:

- ✓ **Students** can attend **one selected path**. The number of participants is limited (we assume groups of 20 students for every path), therefore during the registration (at a later date) we kindly ask you to choose the right path.
- ✓ **Teachers/researchers** can contribute to **one or more paths** by providing different workshops/lectures for different groups. There are empty slots available for proposing content. It is also possible to join already covered slots and collaborate within an international team!
- ✓ In individual cases for these teachers who will not be able to join us personally, can join us remotely during the virtual part.

Important:

- ✓ Each participating university can nominate **max. 4 students per path**. **We expect the groups to be accompanied by academics who will contribute actively to the content of the BIP** (we assume 1 teacher offering workshop or lecture for each group of participating students).
- ✓ **Applications are accepted from December 5th to 15th**. The number of participants is limited, and priority is given based on the order of submissions from our partners. Student nominations by name will take place after this period.
- ✓ Applications should be sent to: international@ubb.edu.pl by university (students) or individually (academics).

Additional Information:

- ✓ Participants can benefit from preferential rates for accommodation at a partner hotel:
Hotel Szyndzielnia
al. Armii Krajowej 220
43-316 Bielsko-Biała
<https://www.hotel-szyndzielnia.pl/?lang=en>
- ✓ Accepted participants will be offered an Info Pack and updated programme at a later date
- ✓ The University of Bielsko-Biała provides coffee breaks and lunches.

Preliminary schedule (subject to slight changes)

	Monday	Tuesday	Wednesday	Thursday	Friday
08:00-08:30	Networking and morning coffee	Networking and morning coffee	Networking and morning coffee	Sustainability in practice: Study visits at companies, municipalities, and non-government organizations. Mentoring sessions.	Networking and morning coffee
08:30-10:00	Official Opening	Workshops in groups according to selected path	Workshops in groups according to selected path		Presentations of students' projects
10:10-11:40	Integration Workshops	Workshops in groups according to selected path	Workshops in groups according to selected path		Reflection and Evaluation of the BIP
11:40-12:40	Lunch	Lunch	Lunch		Lunch
12:40-14:10	I can adapt to new international environment - workshop	Workshops in groups according to selected path	Workshops in groups according to selected path		Closing ceremony
15:00-17:00	Sightseeing/City Game/Free afternoon	Workshops in groups according to selected path	Workshops in groups according to selected path	Free afternoon	Free afternoon

Workshops in paths (on-site sessions):

	Path 1: Career Development in International Organizations	Path 2: AI in Sustainable Organizations	Path 3: Social Media and Communication in the Digital World	Path 4: Good Health and Well- being in Human- centred Organizations
	Powered by: Faculty of Management and Transport	Powered by: Faculty of Mechanical Engineering and Computer Science	Powered by: Faculty of Humanities and Social Sciences	Powered by: Faculty of Health Sciences
Tuesday, 1st session	Team Building and Effective Communication	AI Applications in Healthcare	Strategies for Creating Inclusive Institutions Case studies on inclusive policies	AI Applications in Healthcare
Tuesday, 2nd session	Teaching and Learning in the Age of AI	AI in Biometrics	Discussing emerging trends in global communication Institutional communication strategies	AI in Biometrics
Tuesday, 3rd session	Stakeholders mapping	AI in Industrial Applications	Exploring innovative communication technologies in international collaboration	Basic life support - sudden cardiac arrest
Tuesday, 4th session	Creating ads in the meta system	AI in Automation and Robotics	Group work – case study on successful communication & presentations on lessons learned	

Wednesday, 1st session	Business environment analysis	AI in Cybersecurity	Techniques and strategies for negotiation and conflict resolution in international settings Practical exercises and role-plays	Special circumstances in emergency situations
Wednesday, 2nd session	Open slot	AI in Research	Self-regulation as a key component of conflict resolution Discussion on cultural intelligence and adaptive communication strategies	
Wednesday, 3rd session	Open slot	AI in Art	Open slot (suggested: Activities and simulations to build effective cross-cultural teams)	Well-being in everyday life
Wednesday, 4th session	Open slot	AI in Virtual Reality	Open slot (suggested: Students work in groups to develop a comprehensive communication strategy for a hypothetical international institution)	Microorganisms around us

Workshops in paths (online sessions):

	Path 1: Career Development in International Organizations	Path 2: AI in Sustainable Organizations	Path 3: Social Media and Communication in the Digital World	Path 4: Good Health and Well- being in Human- centred Organizations
	Powered by: Faculty of Management and Transport	Powered by: Faculty of Mechanical Engineering and Computer Science	Powered by: Faculty of Humanities and Social Sciences	Powered by: Faculty of Health Sciences
1st session	Introductory session			
2nd session	Intercultural communication, cross-cultural communication, and media effects			
3rd session	Corporate Social Responsibility in Enterprises – Main Areas of Responsibility			
4th session	Introduction to AI and Classical Machine Learning			
5th session	Contemporary Issues of Intellectual Property and AI	Convolutional Neural Networks and Transformers	Navigating Legal Systems: Common Law vs. Polish Civil Law in Intercultural Contexts	The manager's role in shaping interpersonal trust & Role in the healthcare team
6th session	12 Obstacles that Stop Women to Rise	Reinforcement Learning	Bridging Borders: Essential Communication Theories for a Connected World	Vitamins in human nutrition & Communication with children
7th session	Healthy lifestyle & Collaboration in international teams			

Examples of the topics of lectures from particular paths:

- ✓ Communication in the International Context
- ✓ Globalization and Cultural Diversity
- ✓ Digital Communication Tools in the Global Era
- ✓ Ethics and Challenges in Global Communication
- ✓ Cross-Cultural Team Building
- ✓ Building Inclusive Working Environments
- ✓ Future of Global Communication Trends and Innovations
- ✓ Workshop on Negotiation and Conflict Resolution
- ✓ Capstone Project: Developing a Global Communication Strategy
- ✓ Vitamins in human nutrition
- ✓ Healthy lifestyle
- ✓ The manager's role in shaping interpersonal trust and effective communication in the employee team
- ✓ Prevention of cardiovascular diseases
- ✓ First aid workshops
- ✓ The labour market from a global perspective
- ✓ Organizational culture in the era of globalization
- ✓ Human capital management in the context of globalization
- ✓ Cultural differences in the workplace
- ✓ Work-life balance
- ✓ Design thinking
- ✓ Creativity Skills Development
- ✓ Problem-solving using creative & critical thinking
- ✓ Artificial intelligence in contemporary organisations
- ✓ AI in organization management

However, we are open to include other topics provided by coming Speakers/Lecturers.

Welcome to University of Bielsko-Biala!



https://www.youtube.com/watch?v=kewadxbw_WU&t=235s