Erasmus+ | Universidad de Jaén

BLENDED INTENSIVE PROGRAMME (BIP)

ENTREPRENEURSHIP AS A WAY OF LIVING

Different universities. A shared future.

PURPOSE:
Co-Creating Ideas that Empower Regions

This BIP is an intensive week designed for **Undergraduate students**, bringing them together to **co-create innovative business solutions** addressing the local challenges.

Online sessions
4th & 10th May 2027

Onsite (University of Jaén, Spain)
23rd – 29th May 2027



INNOVATION & BUSINESS | INTERNATIONAL & INTERCULTURAL LEARNING | REAL COMPANY VISITS | REGIONAL IMPACT

TARGET PARTICIPANTS

Business Administration or Entrepreneurship students

Requirements:

- Language proficiency: English B2.

Deadline of inscription:
28 February 2027





LEARNING OBJECTIVES

- Introduce basic concepts about entrepreneurship. Get familiar with entrepreneurial numbers.
- Analyse the impact of entrepreneurship in different economies.
- Understand the psychological and behavioural determinants of entrepreneurship.
- Analyse and interpret entrepreneurial ecosystems.
- Develop strategies to face uncertainty and risk.
- Visit companies to promote an entrepreneurial mindset.
- Strengthen international and intercultural competencies.
- Learn opportunity recognition, ideation and decision-making.

SCHEDULE & ACTIVITIES
Blended Intensive Program (4 ECTS – 1 online + 3 onsite)

ONLINE PROGRAM (1 ECTS)
4th – 10th May 2027

- Welcome & introduction.
- Partner universities & regions.
- Entrepreneurial mindset.
- Business planning.
- Regional challenges.
- Co-creation & participatory methods.

ONSITE PROGRAM (3 ECTS)
23rd – 29th May 2027 · University of Jaén (Spain)

- Practical labs, workshops, mixed groups.
- PBL methodology.
- Company visits & cultural activities.
- Final pitch & solutions.

7-DAY ONSITE PROGRAM
23rd – 29th May 2027 | Jaén (Spain)

Sun 23rd	Arrival, registration, welcome & partner presentation
Mon 24th	Welcome day, group formation, Baeza visit
Tue 25th	Seminars & working day
Wed 26th	Company visit (Picualia) & olive oil tasting
Thu 27th	Jaén city tour, Cathedral & Arab baths, gastronomy
Fri 28th	Final pitch, solutions presentation, UJA hub, closing
Sat 29th	Flight back

ACTIVITIES
Social & cultural events

- Official reception.
- Guided tour around Jaén city center.
- Visit to Jaén Cathedral & Arab baths.
- Visit Baeza (World Heritage City).
- Gastronomic visit to bars in Jaén old town.
- Visit to the UJA entrepreneurial hub.
- Visit to Picualia olive oil company.

MORE THAN A PROGRAM...

Social & cultural events | City centre tour (Jaén) | Jaén Cathedral & Arab baths | Baeza (World Heritage) | Company visit (Picualia)