# BIP: Sustainable Development in Contemporary Organizations

## Online part in March 2025 & onsite part in April 2025

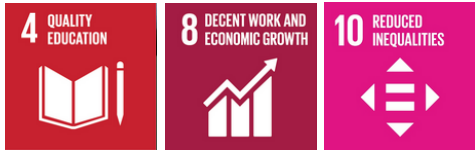## 3 ECTS

**University of Bielsko-Biala**

| | Powered by: | Sustainable Development Goals | Paths` keywords: |
|---|---|---|---|
| **Path 1:** Career Development in International Organizations | **Faculty of Management** | 4 QUALITY EDUCATION / 8 DECENT WORK AND ECONOMIC GROWTH / 10 REDUCED INEQUALITIES | **Sustainable Human Resources Management, Career, International Collaboration,** |
| **Path 2:** AI in Sustainable Organizations | **Faculty of Mechanical Engineering and Computer Science** | 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE / 11 SUSTAINABLE CITIES AND COMMUNITIES / 12 RESPONSIBLE CONSUMPTION AND PRODUCTION | **AI, Programming, Designing Software, cybersecurity** |
| **Path 3:** Social Media and Communication in the Digital World | **Faculty of Humanities and Social Sciences** | 6 CLEAN WATER AND SANITATION / 7 AFFORDABLE AND CLEAN ENERGY / 13 CLIMATE ACTION | **Social media, Multicultural Environment, Communication using technology tools,** |
| **Path 4:** Good Health and Well-being in Human-cantered Organizations | **Faculty of Health Sciences** | 3 GOOD HEALTH AND WELL-BEING / 16 PEACE, JUSTICE AND STRONG INSTITUTIONS / 17 PARTNERSHIPS FOR THE GOALS | **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 some 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-Biala provides coffee breaks and lunches.

## Preliminary schedule (subject to slight changes)

| | Monday | | Tuesday | Wednesday | Thursday | Friday |
|---|---|---|---|---|---|---|
| 08:00-08:30 | Networking and morning coffee | 08:00-08:30 | 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 | 08.30-10.00 | Workshops in groups according to selected path | Workshops in groups according to selected path | | Presentations of students` projects |
| 10.10-11.40 | Integration Workshops | 10.10-11.40 | 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 | 11.40-12.40 | Lunch | Lunch | | Lunch |
| 12.40-14.10 | I can adapt to new international environment - workshop | 12.40-14.10 | 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 | 14.20-15.50 | 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:<br>Career Development in International Organizations | Path 2:<br>AI in Sustainable Organizations | Path 3:<br>Social Media and Communication in the Digital World | Path 4:<br>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<br><br>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<br><br>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 | |

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|---|---|---|---|---|
| **Wednesday, 1st session** | Business environment analysis | AI in Cybersecurity | Techniques and strategies for negotiation and conflict resolution in international settings<br><br>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<br><br>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:<br>Career Development in International Organizations | Path 2:<br>AI in Sustainable Organizations | Path 3:<br>Social Media and Communication in the Digital World | Path 4:<br>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 Neutral Networks and Transformers | Navigating Legal Systems: Common Law vs. Polish Civil Law in Intercultural Contexts | The manager's role in shaping interpersonal trust &<br>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 &<br>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
- ✓ Firs 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!**



Welcome to the Welcome Point of the University of Bielsko-Biala!

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