



## BLENDDED INTENSIVE PROGRAMME

1. **Title: European Union Policies in Action: Driving Sustainable Growth, Social Equity, and Regional Resilience**
2. **Name of the HEI programme coordinator and Erasmus code:**  
**Bucharest University of Economic Studies, Bucharest, Romania, RO BUCURES04**
3. **Venue of the physical part of the programme (city, state): Bucharest, Romania**
4. **Responsible professor:** Prof. **Andreea Claudia ȘERBAN**, PhD,  
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5. **Area description - ISCED code (students):** 0311 Economics
6. **Number of credits:** 5 ECTS
7. **Working language of the programme:** English
8. **Level of study (students):** Bachelor/Master/Doctoral Studies
9. **Start and end of the program (including physical and virtual component):** January to 31st of March 2025
10. **Physical start date & end date:** 3<sup>rd</sup> to 7<sup>th</sup> of March 2025 +2 extra travel days
11. **Virtual start date & end date:** 1 online meeting - 10<sup>th</sup> of February to 23<sup>rd</sup> of February 2025
12. **Number of students from programme countries:** TBC
13. **Number of teachers from programme countries:** TBC
14. **Objectives and Description:**
  - Introduce an annual academic workshop format as a flexible alternative for students unable to participate in full-semester exchange programs.
  - Develop a deeper understanding of the European Union's policy framework, including its historical evolution, governance, and decision-making processes.
  - Explore the micro and macroeconomic foundations of European integration through the lens of EU policies and their role in shaping regional and global dynamics.

- Strengthen awareness of sustainability, resilience, and prosperity as central goals of EU policymaking and their implications for future development.
- Analyze the impact of EU cohesion policy on regional development, social inclusion, and economic convergence across member states.

The Blended Intensive Program (BIP) is a dynamic platform designed for students seeking a comprehensive understanding of European Union policies and their far-reaching implications. This program provides an interactive learning environment to explore the challenges and opportunities driving the EU's policy agenda and its role in shaping Europe's future.

Through a series of workshops, panel discussions, and real-world case studies, participants will gain insights into the foundational policies of the European Union, including those addressing economic integration, environmental justice, and social equity. The program emphasizes the importance of sustainability, resilience, and prosperity, highlighting their intersection with key policy areas such as trade, innovation, cohesion, and environmental protection.

Students will engage in collaborative discussions and practical exercises to:

- Examine the goals, costs, and benefits of EU initiatives.
- Understand the interaction between policy frameworks and regional development.
- Assess how EU policies contribute to a balanced approach to economic growth, social inclusion, and environmental stewardship.

This program equips participants with the tools to critically analyze EU policies and understand their role in fostering cooperation and unity across Europe, offering invaluable perspectives for future leaders, policymakers, and professionals.

## 15. Methods and outcomes

**Teaching methods.** The program employs a diverse range of teaching strategies, emphasizing active learning to engage and inspire participants. The content is adapted to the needs of a multinational audience, encouraging a collaborative and inclusive learning environment.

In addition to traditional lectures, the event integrates innovative and interactive teaching methods, including:

- Group discussions: encouraging critical thinking and idea exchange.
- Case studies: offering real-world examples of EU policy applications.
- Quizzes: reinforcing knowledge in an engaging manner.
- Simulation games: providing hands-on experience with policy decision-making.

Students will collaborate in multinational teams, supporting cross-cultural understanding and enhancing their intercultural communication skills. Participants will present a case study focusing on a specific European Union policy. This activity is designed to deepen their comprehension of EU policies and core values while encouraging applied learning.

**Expected outcomes:** By the end of the program, participants will achieve:

- A comprehensive understanding of European economic integration and its wide-ranging implications.
- Enhanced awareness of the costs and benefits of economic integration, with a focus on critical evaluation.
- Advanced analytical skills for assessing and interpreting European Union policies.

## **16. Virtual Component Description**

The virtual segment serves as a foundational component of the program, designed to:

- Introduce students to the importance of the program's key topics.
- Provide a detailed overview of the teaching methodologies and educational framework.
- Prepare participants for the mobility period by organizing activities and expectations.

During this session, students will receive comprehensive guidance on their project assignments for workshops and the final examination. The virtual component will feature a single interactive session lasting 2–3 hours, encouraging active participation in a collaborative, international setting. This approach ensures that students are well-prepared and engaged before transitioning to the mobility phase.

## **17. Partners involved:**

**Bucharest University of Economic Studies, Romania** – coordinator and host

TBC - partner

TBC - partner

## **18. Name, function and e-mail contact of the coordinating university:**

Andreea Claudia Serban, Professor, PhD, Director of Doctoral School of Economics I,

[Andreea.serban@economie.ase.ro](mailto:Andreea.serban@economie.ase.ro)

## **19. Contact person for additional information on the ASE constituent unit (name, function and e-mail):**

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## **20. Contact person for administrative issues on the ASE constituent unit (name, function and e-mail):**

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### ***Important Notes regarding practicalities:***

- A blended intensive programme has to be developed and implemented by **at least 3 higher education institutions (HEIs)** awarded with an ECHE coming from **at least 3 Programme Countries**.
- The minimum number of participants in a blended intensive programme is 15 (not including teaching/training staff involved in the delivery of the programme and their students/learners of the institution organizing this program) in order for the programme to be eligible for

funding.

- The maximum number of participants in a blended intensive programme is 20.
- The programme of the tasks to be carried out by the beneficiaries must certainly have an innovative pedagogical approach, with short periods of activity in presence combined with online learning and cooperation activities.
- BIP combines a short-term physical mobility with a virtual component, and will enlarge and make the Erasmus mobility more and more flexible.
- The partner universities are in charge with financial support for the participants they send from SMS funds for student mobility.
- The professors involved in the teaching activities in the BIP will be financially supported by the sending partner university from STA funds.

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