

AI in the European Economy

International BIP Course

Hochschule Fulda
University of Applied Sciences



Contemporary International Management Issues

Executive Summary

- In spring/summer turn 2026 we will relaunch a (slightly amended) version our successful **international BIP module**, this year with the topic **“AI in the European Economy”**, for advanced bachelor students together with our partner universities. For the course in 2026 we will again invite new partners in addition to our existing core partners from the previous courses.
- The course leverages our international network of partner universities: It is designed to allow students from many different countries and with different cultural and economic backgrounds to **experience intensive international collaboration**.
- The students learn to develop **solutions to economic topics** with focus on **AI aspects** and thereby **gain experience in international scientific and business cooperation**.



Contemporary International Management Issues

Executive Summary

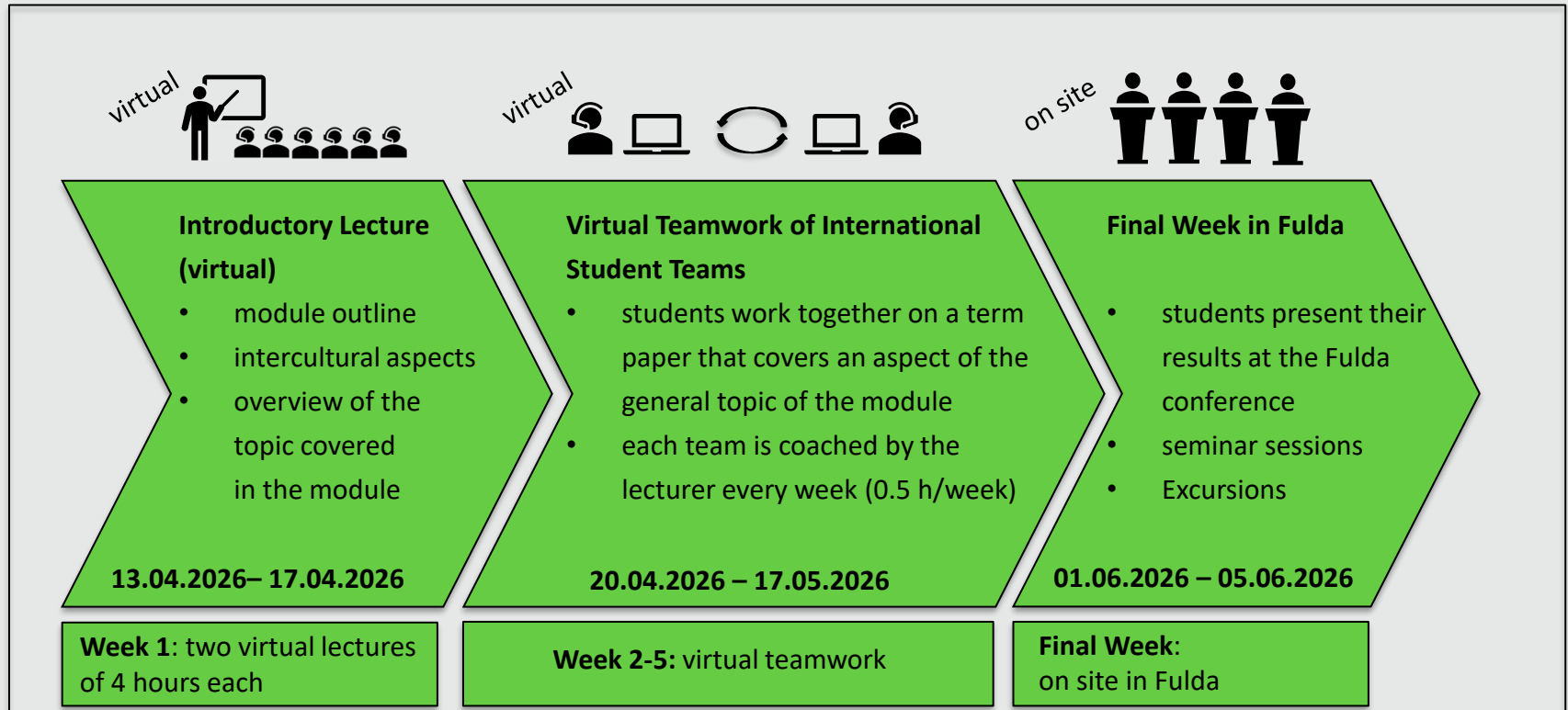
The module consists of:

1. virtual **lectures** on the economies of the participating countries, sustainability and on interculturality,
2. virtual **team work** in small international student teams resulting in a term paper on a sustainability topic, and
3. a final **on-site week** at Fulda University of Applied Sciences with seminars, the presentation of the results of the teams' research and excursions to local or international companies (e.g. EDAG) to understand their AI approach, (international) institutions (like e.g. the European Central Bank or the Deutsche Gesellschaft für Internationale Zusammenarbeit/German International Cooperation Society), and historic sites (like e.g. the former inner-German border).
4. The **publication** of those papers that qualify for publication in a students' scientific journal by the association that is supporting students' scientific work our BIP partner at Krakow University.



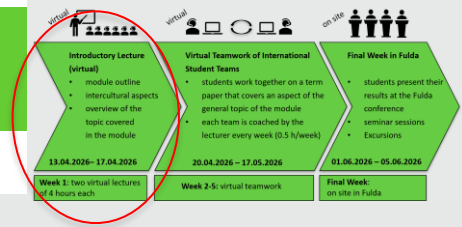
The module consists of three consecutive elements

General Structure of the Module in 2025



The module consists of three consecutive elements

1. Introductory Lectures



Topic: **Business Models for sustainable Development of Regions**

Intercultural aspects of **business & management**

Introduction in the **general topic** for the semester

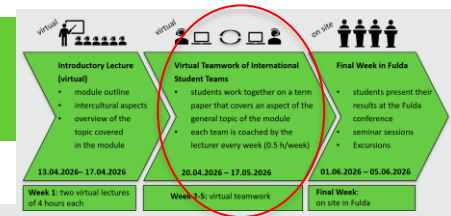
The students shall recognize the importance of intercultural and international business skills applying their international know-how in an AI topic. The general topic lecture predominantly focuses on AI aspects of the participating regions/countries to prepare the students for their teamwork assignments. Additionally, a lecture will be given to scientific writing to prepare the students for the requirements of a (potential) publication in a student scientific journal of Krakow University.

- teaching and learning method: seminar-type tuition
- virtual lectures (WebEx/Zoom meetings)
- lectures will be held as a block seminar during the first week of the module: intercultural aspects (4 hours) and introduction on economic aspects of AI (4 hours).
- lecture language: English



The module consists of three consecutive elements

2. Virtual Teamwork



Virtual Teamwork: **Paper on a Selected International Aspect of the General Topic of the Course**

The students work together (in international groups of about 4-5 students) on a term paper covering a selected AI aspect (see examples from 2022 -2025 modules in the appendix). They shall skilfully employ the insights they have acquired from the introductory lecture and their knowledge from previous semesters how to address problems and challenges that arise. (Qualified) papers will then be published in a students' scientific journal at our partner university Cracow University of Economics.

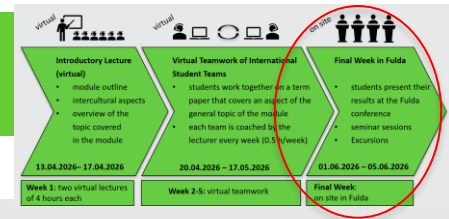
- teaching and learning method: practical tutorial
- international students work together (in groups of 4-5 students) in a virtual team on a term paper (5-10 pages)
- the teams are coached by the lecturer (Webex/Zoom) and/or a teacher from a partner university*
- language of the paper: English

* As the paper will be graded, a teacher from the partner university might (optionally) want coach the teams jointly with the German lecturer.



The module consists of three consecutive elements

3. Fulda Seminar



Fulda Seminar: Seminar, Excursions and Presentation of the Results of the International Teamwork on the Fulda Campus

The students attend a 1 week seminar at Fulda University.

The programme consists of three different elements:

- The seminar courses are designed to give the student teams the opportunity to discuss their topics face to face and prepare their presentations about the topic of their term papers.
- The teams present their results and share their insights with the other students during poster presentation sessions.
- Students will visit local or international companies (e.g. EDAG) to understand their AI approach, (international) institutions (like e.g. the European Central Bank or the Deutsche Gesellschaft für Internationale Zusammenarbeit/German International Cooperation Society), and historic sites (like e.g. the former inner-German border).

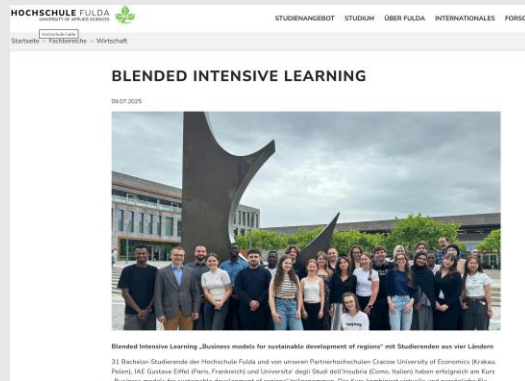
- the students present their results of their term papers in poster presentations*
- the teams are coached by the lecturer
- language of the presentation: English
- students receive a certificate for the participation and presentation and the opportunity to publish their paper in a student scientific journal of Krakow University (if the paper qualifies for that)

* The term papers and presentation are graded. The Fulda participants receive 5 ECTS for the course. The grades given by the Fulda lecturer are shared by him with the responsible facilitators of the partner universities.



We are looking back at a successful continuation of the module in 2025

Key facts of the module in summer term 2025



- **31 participants** - students from
 - **Fulda** University of Applied Sciences
 - **Cracow** University of Economics,
 - IAE Gustave Eiffel (**Paris**)
 - University of Insubria (**Como**)

- **3 consecutive elements** of the course :
 - April 2025: **virtual lectures** on interculturality, sustainability and scientific writing
 - April and May 2025: coached **virtual teamwork** of small international student teams on sustainability aspects of the respective countries' economies.
 - In June 2025: **on-site week in Fulda:** Seminars, students' poster presentations, excursions:
 - Merkers (salt mine)
 - Strauss (sustainable production of workwear)
 - Wartburg Castle
 - Visit of historic Frankfurt and Fulda.

We are looking back at a successful continuation of the module in 2024

Key facts of the module in summer term 2024

- **35 participants** - students from
 - **Fulda** University of Applied Sciences
 - **Cracow** University of Economics,
 - IAE Gustave Eiffel (**Paris**)
 - University of Insubria (**Como**)
 - **Vidzeme** University of Applied Sciences, Latvia
 - Jamk University of Applied Sciences, **Jyväskylä**, Finland



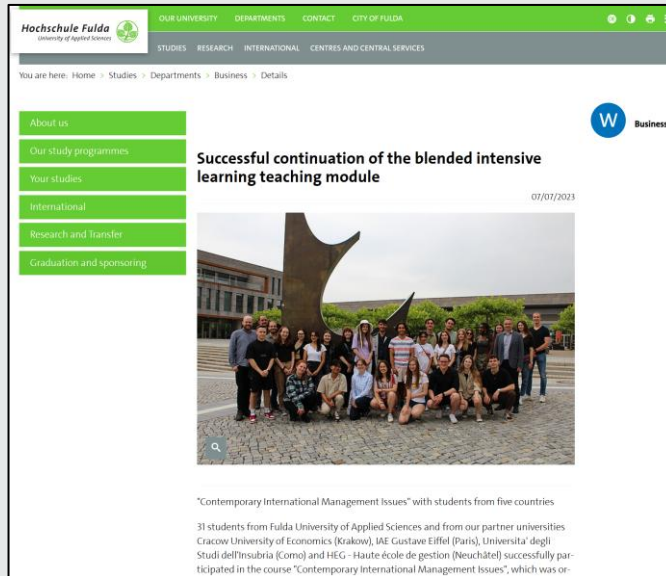
3 consecutive elements of the course :

- April 2024: **virtual lectures** on interculturality and on the economies of the participating countries.
- April and May 2024: coached **virtual teamwork** of small international student teams.
- In June 2024: **on-site week in Fulda**:
Seminars, students' presentations, excursions:
 - Amazon (a "hidden champion" in the province)
 - European Central Bank, Frankfurt
 - Guided Frankfurt Bank tour
 - Visit of historic Frankfurt, Bad Hersfeld and Fulda.



We are looking back at a successful continuation of the module in 2023

Key facts of the module in summer term 2023



The screenshot shows a webpage from Hochschule Fulda. The main heading is "Successful continuation of the blended intensive learning teaching module" with a date of 01/07/2023. Below the heading is a group photo of students. The text below the photo reads: "Contemporary International Management Issues" with students from five countries. 31 students from Fulda University of Applied Sciences and from our partner universities Cracow University of Economics (Krakow), IAE Gustave Eiffel (Paris), Università degli Studi dell'Insubria (Como) and HEG - Haute école de gestion (Neuchâtel) successfully participated in the course "Contemporary International Management Issues", which was or-

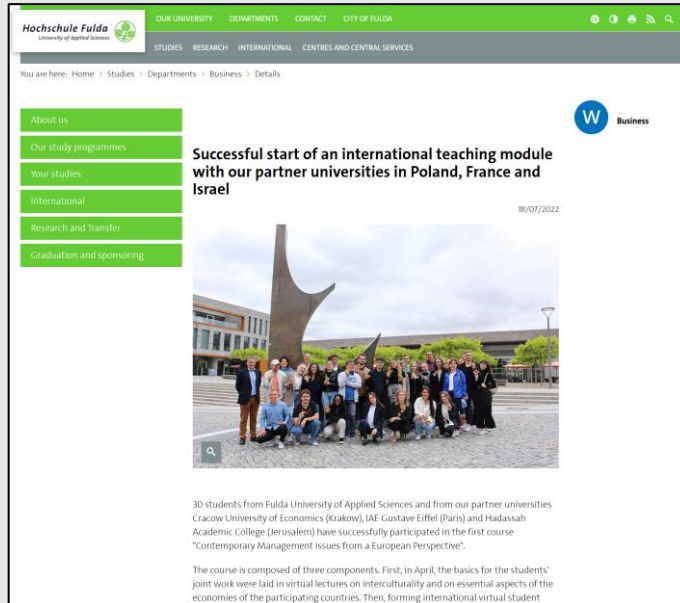
<https://www.hsfulda.de/en/studies/departments/business/details/detail/successful-continuation-of-the-blended-intensive-learning-teaching-module>

- **31 participants** - students from
 - **Fulda** University of Applied Sciences
 - **Cracow** University of Economics,
 - IAE Gustave Eiffel (**Paris**)
 - University of Insubria (**Como**)
 - HEG - Haute école de gestion Arc (**Neuchâtel**)
- **3 consecutive elements** of the course :
 - April 2023: **virtual lectures** on interculturality and on the economies of the participating countries.
 - April and May 2023: coached **virtual teamwork** of small international student teams.
 - In June 2023: **on-site week in Fulda:** Seminars, students' presentations, excursions:
 - BBraun (a "hidden champion" in the province)
 - Lecture held by European Central Bank
 - Guided Frankfurt Bank tour
 - Visit of historic Frankfurt and Fulda.



We are looking back at a successful start of the module in 2022

Key facts of the module in summer term 2022



The screenshot shows a webpage from Hochschule Fulda. The header includes navigation links: OUR UNIVERSITY, DEPARTMENTS, CONTACT, CITY OF FULDA, STUDIES, RESEARCH, INTERNATIONAL, CENTRES AND CENTRAL SERVICES. The main content area features a green sidebar with links: About us, Our study programmes, Your studies, International, Research and Transfer, Graduation and sponsoring. The main article is titled "Successful start of an international teaching module with our partner universities in Poland, France and Israel" and is dated 18/07/2022. It includes a photograph of a group of students and staff in front of a building. Below the photo, the text states: "30 students from Fulda University of Applied Sciences and from our partner universities Cracow University of Economics (Cracow), IAE Gustave Eiffel (Paris) and Hadassah Academic College (Jerusalem) have successfully participated in the first course 'Contemporary Management Issues from a European Perspective'." Below this, it says: "The course is composed of three components. First, in April, the basics for the students' joint work were laid in virtual lectures on interculturality and on essential aspects of the economies of the participating countries. Then, forming international virtual student

<https://www.hs-fulda.de/en/studies/departments/business/details/detail/successful-start-of-an-international-teaching-module-with-our-partner-universities-in-poland-france-and-israel>

- **30 participants** - students from
 - **Fulda** University of Applied Sciences
 - **Cracow** University of Economics,
 - IAE Gustave Eiffel (**Paris**)
 - Hadassah Academic College (**Jerusalem**)
- **3 consecutive elements** of the course :
 - April 2022: **virtual lectures** on interculturality and on the economies of the participating countries.
 - April and May 2022: coached **virtual teamwork** of small international student teams.
 - In July 2022: **on-site week in Fulda:** Seminars, students' presentations, excursions:
 - EDAG (a "hidden champion" from Fulda)
 - Fraport (internationalization of Germany's largest airport)
 - Visit of historic Frankfurt and Fulda
 - Visit of Point Alpha (former inner German border).



The module is sponsored by experienced and dedicated colleagues

The Fulda Team



Prof. Dr. Peter Finzer (Human Resource Management)

- responsible for the international academic co-operation with Switzerland & Australia
- professional experience in France (Deutsche Bank AG, Paris)



Prof. Dr. Peter Haller (Business Management, in particular IFRS Accounting)

- responsible for the international academic co-operation with Italy, USA & Israel
- former academic director of Fulda International Summer University



Matthias Kretschmar (Corporate Finance & General Management) / **Course Coordinator**

- responsible for the international academic co-operation with France & the Netherlands
- professional experience in France (Deutsche Bank AG, Paris & Lenze S.A., Aulnay sous Bois)
- course coordinator / lecturer of this course



Prof. Dr. Joanna Ozga (International Management)

- dean of studies
- responsible for the international academic co-operation with Poland



Adrienne Stickel (International Office)

- coordinator digitalization at the international office (responsible for "Erasmus without papers", "Mobility online", and "BIP")
- lecturer for Intercultural Communication



Laura Yilmaz (International Coordinator of the Faculty)

- responsible for the support of incoming and outgoing students
- responsible for the faculty's international cooperation with partner universities



Appendix



- **Costs covered by Fulda University:**
 - Tuition Fee for the course
 - Travel expenses for all excursions during the week
 - All Entrance/Admission Fees during the excursions
- **Costs to be covered by the student / partner university / ERASMUS student mobility:**
 - Travel expenses to come to Fulda and accommodation in Fulda
- **Credit Points**
 - The German students receive 5 ECTS for a successful participation in this course
 - We recommend to grant 5 ECTS also to the international students (grades will be transmitted from the lecturer to the local facilitators). Students from universities in the European Union must receive at least 3 ECTS (as this is a precondition for the (partial) funding of this program through BIP)



Module in summer term 2022 - 2025

Some term papers from the 2022 – 2025 modules

LEADERSHIP IN GERMANY, FRANCE,
POLAND:
WHAT ARE THE DIFFERENCES IN LEADERSHIP
STYLES, HIERARCHIES, CONNECTION

Group 5
22.05.2022



Paper written by:

Module: Contemporary Management issues from a European perspective

Perception of students on the impact of the (new) EU supply chain law on
companies in selected European countries

A paper by:



DEMOGRAPHIC CHANGE,
MIGRATION AND THE FUTURE
OF ECONOMIC PROSPERITY IN
GERMANY, FRANCE, POLAND
AND SWITZERLAND



Modules in the summer term 2022 - 2025

Impressions of the Fulda on-site weeks in 2022-2025

Hochschule Fulda
University of Applied Sciences

Contemporary Management Issues from a European Perspective

Participating countries:

Information paper to the on-site week in Fulda

Hochschule Fulda
University of Applied Sciences

Contemporary International Management Issues

Participating countries:

Information paper to the on-site week in Fulda

Hochschule Fulda
University of Applied Sciences

Research in Contemporary International Management Issues

Participating countries:

Information paper to the on-site week in Fulda

Date: Monday, July 4, 21
Lecturer: Matt

2023 till Friday, June 30, 2023

group assignments

BBraun

welcome by the dean

Fulda

Sample pages from the schedule for the students



Modules in the summer term 2022 -2025

Impressions of the Fulda on-site weeks in 2022-2025



Main Tower



Frankfurt



former inner German border



2. Daily Schedule

Monday, 4 July, 2022

Time	Program Point	Detailed Information's
Approx. 14:00	Welcome to Fulda	Welcome in Fulda with greeting of all course participants (with official representatives of Fulda University)
15:00 – 17:00	Seminar	Preparation of group presentations on Tuesday Seminar room: 20.108
Approx. 17:30 – 19:30	Fulda at Night – Nachwachstentour / Night watchman	17:30 - joint walk/drive from Fulda University to the old tower of Fulda 18:00 - night watchman tour "Lights out, lantern on". When it gets dark in the city, the Fulda night watchman in his traditional garb takes you on a historical guided tour through the old towers of Fulda. Experience an eventful city tour through evening Fulda with our night watchman. Exciting tales from long ago let you experience the history of the city up close. With great attention to detail, we have put together a varied tour for you. Immerse yourself in the myths and legends of the city, our night watchman will make this tour a very special experience! Link: https://www.fulda.nachwachstentour.de/



Tuesday, 5 July, 2022

Time	Program Point	Detailed Information's
08:00 – 12:00	Seminar	Presentation of Group works results Seminar room: 38.209
12:00 – 17:00	Point Alpha Memorial	Joint trip by bus/train from the University of Applied Sciences Fulda to the Point Alpha Memorial Site Address: Point Alpha Memorial Platz d. Deutsche Ehrent 1 36429 Gieba

Sample pages from the schedule for the students



Report on BIP 2025

Report on the web-site of Hochschule Fulda



Blended Intensive Learning "Business models for sustainable development of regions" with students from four countries

31 Bachelor's degree students from the Fulda University of Applied Sciences and our partner universities Cracow University of Economics (Krakow, Poland), IAE Gustave Eiffel (Paris, France) and Università degli Studi dell'Insubria (Como, Italy) have successfully participated in the course "Business models for sustainable development of regions". The course combines virtual and face-to-face elements of international student collaboration. The university studies developed by the students as part of the course place sustainability issues in the context of empirical surveys carried out among students at the partner universities.

The course is made up of three modules. Firstly, in April, the basics for the joint work were laid in virtual lectures on interculturality, sustainability and academic writing. The students then worked on a fundamental sustainability topic in small, international groups and worked out the similarities and differences between their respective countries in term papers. For example, they dealt with the sustainability of the participating universities or the requirements for competences in the field of sustainability on the labour market in the respective countries.

The virtual launch of this international project was followed by a week on site in Fulda with all students in June. The teams presented their results in poster presentations. The many new insights were flanked by field trips that reflected the topic of sustainability in practice. The group travelled to the Merkers salt mine and had the opportunity to hold discussions with the sustainability officers at the Strauss CI Factory. Aspects of German and European history were also important and were covered through viewings of Wartburg Castle and Frankfurt and Fulda.

To fund this module, Erasmus funding was obtained for a Blended Intensive Programme (BIP) of the European Union for the funding of hybrid international and innovative teaching concepts. The lecturer for the course was Matthias Kretschmar. Special thanks go to the course tutor Ana-Marija Celic, who supported the organisation of the course with great dedication, as well as to Adrienne Stickel and Dr Robert Szydlo, who designed parts of the virtual lectures.

Questions

Contact Person

- **If you have any questions do not hesitate to contact the course coordinator:**



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We look forward to welcoming your students to our next course!

