



## BIP PROGRAM

### “Sustainable entrepreneurship: Doing good while doing well in business”

#### I. General program information

**Title:** “Sustainable entrepreneurship: Doing good while doing well in business”

**HEI Organizer:** Faculty of Business Economics and Entrepreneurship from Belgrade

**Erasmus Code:** RS BELGRAD18

**BIP program ID:** 2024-1-RS01-KA131-HED-000203707

**VENUE:** Serbia, Belgrade, Mitropolita Petra 8 street, 11000 Belgrade

**PERIOD:**

Virtual part: virtual sessions before - 23 April 2025

Physical part: **05 – 09 May 2025.**

**Number of ECTS credits:** 3 ECTS

**Participants:** HEI undergraduate and graduate students and academic staff

**Field Of Study:** 00 Inter-disciplinary – All; 04 Business, Administration and Law

**University website:** <https://vspep.edu.rs/>

**Host Responsible Person:** For program/teaching questions contact prof. dr Aleksandra Tošović-Stevanović, Head of the Centre for International Cooperation. Email: [a.tosovicstevanovic@vspep.edu.rs](mailto:a.tosovicstevanovic@vspep.edu.rs)

**Host Contact Person:** For administrative questions please contact institutional Mobility coordinator, Maja Sekulić, email: [maja.sekulic@vspep.edu.rs](mailto:maja.sekulic@vspep.edu.rs).

**Application form link:** Please register by sending e-mail with your full name, address, home institution, study level and your CV at [maja.sekulic@vspep.edu.rs](mailto:maja.sekulic@vspep.edu.rs).

Accompanying lecturers are recommended and very welcome to join this BIP with the group of students (co-teaching). Please contact the Erasmus Office - [erasmus.office@vspep.edu.rs](mailto:erasmus.office@vspep.edu.rs) or [maja.sekulic@vspep.edu.rs](mailto:maja.sekulic@vspep.edu.rs).

## II. BIP description

BIP “**Sustainable entrepreneurship: Doing good while doing well in business**” provides students with a multidisciplinary understanding of sustainable entrepreneurship and combines theoretical knowledge with practical skills. The main goal of this program is to teach students how to become a leader with an entrepreneurial mindset skilled in driving positive social, environmental, and economic impact.

Entrepreneurs need to take care of the corporate social responsibility of each new business, so the main purpose of this program for students is to analyze very important aspects of a sustainable business strategy, because the role of that is to make a positive impact on the environment and on society. Sustainable entrepreneurship involves creating and managing businesses with a more responsible attitude and sustainable practices, prioritizing a role of reducing environmental impact, strengthening long-term profitability, and promoting social responsibility. With these facts, in 21. century, a big number of companies are integrating sustainability into their business strategy because they realize that they can do well by doing good.

This program aims to equip participants with a comprehensive understanding of the challenges and solutions related to the questions:

- What is sustainable entrepreneurship?
- What does "doing good" mean in sustainable business?
- *A new approach of doing business* and promoting social responsibility.
- Power of Purpose of “Doing Well by Doing Good”.
- Why should you use sustainable approaches to boost your business? ...

Thematic areas: sustainability, sustainable entrepreneurship, social responsibility, environmental and economic impact.

Official working language: English

Number of participants: up to 25 students and academic staff

Participants attending the BIP can be any:

- Higher education students (EQF levels 5 to 8);
- Higher education staff (teaching or administrative staff).

### III. Program Structure – For BIP Participants (Students)

The main elements of the BIP will include: virtual component and physical mobility part.

#### **(a) Virtual component description:**

- making introduction to the program,
- presenting the tasks and methods,
- presenting Faculty of Business Economics and Entrepreneurship.
- experiential sessions - test students understanding of concepts of sustainable entrepreneurship.

**Virtual Component Duration:** 2-3 hour online meeting (to be added a link)

**Virtual Component Timing:** before it starts the physical mobility part - 23 April 2025.

**Virtual Component Activities:** Presentations, webinars, workshops, and discussion groups on designated topics.

#### **(b) Start and end dates of physical mobility part: 05 – 09 May 2025**

**Duration:** 5 days (05 - 09 May 2025)

**Location:** Serbia, Belgrade, Mitropolita Petra 8 street, 11000 Belgrade

**The main elements of the physical mobility part of the BIP will include activities:**

- lectures and interactive workshops,
- study visits to institution related to sustainable business,
- projects focused on real-world case studies,
- test students understanding of concepts of sustainable entrepreneurship and reflect on decisions through digital simulations and live sessions,
- final test,
- guided city tour and cultural institutions in the Belgrade.

**Guest Lecturers:** Professors and experts in the field of sustainability, sustainable business and entrepreneurship, sustainable building management, inclusive design, and digital transformation across business.

Participants (involved in) delivering the BIP can be:

- Teachers and trainers from the receiving HEI;
- Teachers and trainers who are incoming staff from other HEIs;
- Trainers who are “invited staff” from non-HEI organisations such as enterprises, associations or research institutes).

**Methodology:**

- *Blended Learning Approach*: Combines traditional face-to-face instruction with online learning. Blended learning combines both to provide more flexibility and greater adaptability to suit learner's requirements and preferred learning styles, with a special focus on inclusive design.

- *Project-Based Learning*: Project based-learning is a phrase used to describe a teaching method in which students learn by actively engaging in real-world and personally meaningful projects. By utilizing this method, students can grapple with real-world challenges in real-world situations in a safe and supported environment, whilst gaining the opportunity to develop professional skills that employers value most. Students work on real-world challenges related to sustainability and sustainable entrepreneurship, supported by mentors.

- *Use of Digital Platforms*: Tools like Microsoft Teams and IoT simulation applications with accessibility features for all users. These tools have revolutionized the way education is imparted and have made learning more engaging, interactive, and effective.

**Outcomes and Benefits for Participants:**

- Participate in regular live interactions with faculty, experts and representatives from sustainable companies;
- Understand how to successfully integrate sustainable practices into the business;
- Take a proactive approach to solving known and future sustainability challenges by developing innovative strategies and frameworks;
- Get experience from industry practitioners to explore current trends and gain valuable insights
- Develop skills and knowledge and ability to think critically;
- Interdisciplinary exchange of information and examples of good practice between countries.
- Work interactively in teams.

The program not only provides academic insights but also offers opportunities to build international networks, share experiences in a multicultural environment and to explore Serbian culture.

**Program Evaluation:**

- Evaluation System: Feedback will be gathered through questionnaires, individual and group discussions, and team project evaluations.
- Continuous Improvement: Constructive suggestions from participants will be incorporated into future iterations of the program to enhance sustainability and inclusivity.

## IV. Participation and registration for the BIP

### Information about BIP program

New Blended Intensive Program (BIP) is introduced by new Erasmus programme 2021-2027 as one of the short international mobility for students and academic staff. BIP use innovative ways of learning and teaching, including online cooperation. Groups of HEIs (at least three from three different countries) organise short, blended courses of learning, teaching and training for students and/ or staff (for at least 10 participants). BIPs combine a short-term physical mobility abroad with a compulsory virtual component facilitating collaborative online learning exchange and teamwork. The virtual component must bring the learners together online to work collectively and simultaneously on specific assignments that are an integral part of the BIP and count towards the overall learning outcomes. In addition, BIPs can be open to student and staff from any HEI, including local students and local staff.

- There is no tuition fee for attending on BIP “Sustainable entrepreneurship: Doing good while doing well in business”.

Each participant covers own costs of transportation, accommodation and stay for physical part in Belgrade.

Each participant can get the Erasmus+ mobility grant at the home institutions. (More information how to apply for grant ask your home Erasmus coordinators or IRO offices.)

Sending HEI - Responsible for the selection and nomination of participants, as well as the allocation of Erasmus+ grant financial support to their KA131 HEI participants.

Host HEI – Responsible for administration of participants' arrival, host them, and take care about BIP program at BEE.

Application are open to interested undergraduate, graduate students and academic staff of various fields. We seek to gather participants from different perspectives and points of view in order to create more relevant final outcomes.

## STUDENTS PARTICIPANTS

For participation at BIP student need to be nominated by home HEI.  
That means each student need to apply at home university for BIP mobility.  
Ask your home HEI coordinator how to apply for BIP mobility in order to participate.

*Period of participation – virtual: 23 April 2025*, 2-3 hours (to be added a link)

*Physical part period of stay is 5 days (05 – 09 May 2025)* at Faculty of Business Economics and Entrepreneurship from Belgrade, Serbia.

Erasmus+ grant for BIP participants from Serbia (example):

Basic Subsistence costs: 70 EUR per day x 7 days (5 + 2 for travel)= 490 EUR

Possible top-ups: Green travel of 50 EUR and Inclusion of 100 EUR

Please contact you HOME INSTITUTION to find out the amount of Erasmus+ BIP grant and the possibilities for you as student applicants to receive top-ups for green travel and/or Inclusion.

Erasmus+ participants cover, from their own Erasmus+ grant, their travel, accommodation and other costs.

The Faculty of Business Economics and Entrepreneurship will provide one meal (lunch) for all participants during the physical part of mobility and coffee break (coffee, tea, water, snacks and biscuits) during the lectures and workshops, as well as study materials, equipment use, and costs related to the cultural part of the programme.

The participation in this Blended Intensive Programme resulted in recognition for students (3 ECTS).

### NOTIFICATION:

For the students participation sending HEI are making Nominations.  
Link for student Nominations – Submission by sending HEI coordinator  
Deadline for nominations are March 15, 2025.

### FINAL PARTICIPATION STUDENT REGISTRATION

Only accepted participants need to make final Arrival registration according the instructions got from feedback mail with Acceptance letter from BEE – feedback deadline March 22, 2025.

Deadline for registration is April 1, 2025.

After that the participants will receive the final Agenda for a program.

HOST CONTACT PERSON: Institutional Mobility coordinator, Maja Sekulić, email: [maja.sekulic@vspep.edu.rs](mailto:maja.sekulic@vspep.edu.rs).

**STAFF PARTICIPATION (TEACHING STAFF STA and TRAINING STAFF STT)**

- as training participant – part of the courses,
- as holding the lectures for participants,
- combination teaching and training participant.

Teaching staff/ lecturers themselves propose a topic within the field of Economics, Sustainable Business and Entrepreneurship, that is relevant to the sustainable entrepreneurship within education and business.

*Example:* Sustainability, Sustainable Entrepreneurship, Sustainable Business Strategy, Social Responsibility, Environmental and Economic Impact, Implementation of Business Sustainability...

Lecture contents are aimed at pointing out except for the challenges that are recognizes at virtual part, impact on teachers, learners and the educational institute in general that Sustainability and Sustainable Entrepreneurship brings.

*Teaching methods* (at the choice of the lecturer): problem method, case study, teamwork = active group work, knowledge sharing, exercises, demonstration, observation, workshops, mapping, matrices, games...

**NOTIFICATION:**

For participation you need to be nominated by your home HEI.  
Get more inform from IRO office or Erasmus coordinator at your HEI.  
Participation in training program according the Agenda to be added.

Submission by each participant for expression of interest in lectures holding – [a.tosovicstevanovic@vspep.edu.rs](mailto:a.tosovicstevanovic@vspep.edu.rs)

Deadline for expression of interest is 20.02.2025.

Participation possibility: only virtual – on line, only physical, combination - blended

Period of stay for STA: 2-5 days

Period of stay for STT: 5 days

The participation in this Blended Intensive Programme resulted in recognition for staff (A certificate of participation).