



Innovating Business Education
for Responsible Global Minds




Blended Intensive Program: IBE ReGloMi 2025

Innovating for a Sustainable Tomorrow


Syllabus

International Business School Maastricht **ZU**
YD

International Business School, Maastricht, The Netherlands

 **Dates:** June 9 – June 13, 2025

 **Location:** Maastricht, The Netherlands

 **Project Coordinators:** Gaby Gijsberts – Engstfeld, Svetlana Gudkova

 **ECTS:** 3

Partners

KEDGE
BUSINESS SCHOOL



Technology
Arts Sciences
TH Köln



Table of Contents

- 1. Program Overview**
 - Course Description
 - Learning Outcomes
 - ECTS Credits
- 2. Course Structure**
 - Virtual Component (May 2025)
 - Face-to-Face Component (June 2025)
- 3. Program Schedule**
 - Daily Schedule (June 9 – June 13, 2025)
- 4. Challenge: "Innovating for a Sustainable Tomorrow"**
 - Focus Areas
 - Deliverables
 - Evaluation Criteria
 - IBE ReGloMi Student Award
- 5. Assessment Methods & Grading**
 - Breakdown of Evaluation
 - Grading Scale
- 6. Course Policies**
 - Attendance
 - Late Work
 - Academic Integrity
- 7. Registration & Erasmus+ Funding**
 - Accommodation & Scholarships
- 8. Additional Resources**



1. Program Overview

Course Description

This Blended Intensive Program (BIP) combines **online collaboration (May 2025)** with **in-person activities (June 2025)** to prepare students for **sustainable and socially innovative business practices**. Through **intercultural teamwork, real-world business challenges, company visits, and expert guidance**, students will develop essential skills for the future of business.

Learning Outcomes

By the end of the course, students are able to:

- **Develop intercultural competencies** for effective collaboration.
- **Analyse** real-world business challenges to understand the root causes of the problem.
- **Design innovative solutions** that integrate sustainability and social impact, contributing to economic viability and sustainability.
- **Present findings professionally** and convincingly to an international audience.

Total Credits: 3 ECTS

2. Course Structure

Virtual Component (May 2025)

- **Kick-off Session (2 hours)** – Introduction to program & team formation.
- **Two Team Collaboration Sessions (2 hours each)** – Students work in teams with faculty guidance.
- **Final Prep Session** – Preparation before travel to Maastricht.

Platform: MS Teams (course materials & communication).

Face-to-Face Component (June 2025)

Students participate in:

- **Project-Based Learning** – Solving business challenges in teams.
- **Company Visits** – Insights into sustainable business practices.
- **Interactive Workshops & Guest Lectures** – Exploring key sustainability topics.
- **Final Challenge & Awards** – Presenting solutions to conference visitors (academics and industry experts)
- **Cultural activities** – exploring Maastricht, the city of the European Treaty



3. Program Schedule

Sunday, June 8, 2025

- Arrival & check-in at accommodations.

Monday, June 9, 2025

- 10:00 - 12:30 | Welcome & Kickoff
- 12:30 - 13:30 | Lunch (provided)
- 13:30 - 16:00 | Workshop: Sustainability in Business Innovation
- 16:30 - 18:00 | City Tour: Maastricht

Tuesday, June 10, 2025

- 09:00 - 10:00 | Guest Lecture: Darla Deardorff (Global and Intercultural Competence)
- 09:00 - 12:00 | Project Work
- 13:30 - 17:00 | Company Visit: Blanche Dael Coffee Roasters

Wednesday, June 11, 2025

- 09:00 - 10:00 | Guest Lecture: Kent Williams (Regenerative Business Future)
- 10:30 - 17:00 | Project Work & Conference Participation

Thursday, June 12, 2025

- 09:00 - 12:00 | Conference participation
- 13:30 - 16:30 | Company Visit: Gulpener Beer Brewery
- 17:00 - 19:00 | Networking Dinner @ Gulpener





Friday, June 13, 2025

- 10:00 - 16:00 | Cultural Activities & Museum Visit



4. Challenge: "Innovating for a Sustainable Tomorrow"

Focus Areas

-  **Circular Economy** – Minimizing waste & maximizing resource efficiency.
-  **Social Impact** – Diversity, inclusion & community well-being.
-  **Sustainable Supply Chain** – Reducing environmental footprint in logistics.
-  **Green Innovation** – Creating eco-friendly products or technologies.

Deliverables

10-minute group pitch to faculty & industry experts.

4-page executive summary, including:

- Problem Statement
- Literature Review
- Proposed Solution
- Expected Impact (Environmental/Social/Financial)
- Feasibility & Scalability

Research paper (optional)

5. Assessment Methods & Grading

Participation & Engagement – 30%

Project Work & Deliverables – 40%

Group Presentation – 20%

Research Paper (Optional) – 10%

Grading Scale

Grade	Percentage
A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Below 60%



6. Course Policies

Attendance: Mandatory for both online & in-person sessions.

Late Work: May result in grade penalties.

Academic Integrity: all deliverables must be original work of the student group. Plagiarism will not be tolerated.

7. Registration & Erasmus+ Funding

Registration Deadline: March 31, 2025 via your own institution

Partner Institutions & Student Quotas:

- BBU – 5 – 10 students (Prof. Cosma -> smaranda.cosma@ubbcluj.ro)
- KU – 10-15 students (Ass. Prof. Gudkova -> sveta@kozminski.edu.pl)
- Kedge – 5 – 10 students (Ass. Prof Faget -> marc.faget02@kedgebs.com)
- Köln – TBD
- IB – 5 – 10 students (Drs. Gijsberts -> gaby.gijsberts@zuyd.nl)

Accommodation: Recommended via IBSM; students responsible for booking.

Scholarships: Erasmus+ funding available for travel & accommodation via the Erasmus office of the sending institutions .

8. Additional Resources

MS Teams Learning Platform – Course materials & templates.

Company Profiles: Blanche Dael Coffee Roasters & Gulpener Brewery.

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