TRANSFORM TO SUSTAIN:
SUSTAINABLE FUTURE ENABLED BY DIGITAL TRANSFORMATION

Timetable

Topic	Participants	Day		Date	Lectures	Additional work
Introduction to the BIP	ALL	Monday	online (20-22h)	16.5.2022.	2	
Digital transformation (DT)	FOI	Thursday		19.5.2022.	2	2
Sustainability	HVA	Monday		23.5.2022.	2	
	HVA	Thursday		26.5.2022.	2	4
Technology for DT	ESIEA	Monday		30.5.2022.	2	
	ESIEA	Thursday		2.6.2022.	2	4
Technology and business process management	UniST	Monday		6.6.2022.	2	
	UniST	Thursday		9.6.2022.	2	4
Introduction to project assignments	FOI	Monday		13.6.2022.	2	
Preparation for physical mobility and wrap up	ALL	Thursday		16.6.2022.	2	4
FREE (week 6)						
					20	18
Split, Croatia	ALL	Sun-Sat	onsite	26.6. - 2.7.2022.	40	
				total hours	78	

Credits
3 ECTS

This programme is financed by Erasmus + Blended Intensive Program.

Transform to Sustain: Sustainable Future Enabled by Digital Transformation

Erasmus+ BIP - Blended Intensive Program

foi UNIVERSITY OF ZAGREB FACULTY OF ORGANIZATION AND INFORMATICS VARAŽDIN

Erasmus+

FACULTY OF ECONOMICS, BUSINESS AND TOURISM UNIVERSITY OF SPLIT

Split

Amsterdam University of Applied Sciences

esiea

GOALS

The program offers participants the opportunity to get acquainted with creative methods and techniques for analyzing customer needs, opportunities for change and ways to improve business by designing new sustainable business models. In doing so, the emphasis is on creating and developing innovative ideas related to the application of selected modern digital technologies, which make the business change digital.

DESCRIPTION

Digital transformation (DT) implies a radical change in the way companies do their business, driven by the need to adapt to the digital age. For this reason, companies are affected by various challenges, and this program will deal with the creation of products and services tailored to users, which provide sustainable and "green" solutions. The program also covers methods, techniques and approaches of identifying and framing the identified challenges that companies face as they develop digital, sustainable business models. Some other issues this program provides tools for, are related to the choice of right direction of strategy development, selection of appropriate technologies to achieve goals, as well as other concepts needed to be considered inside and outside organizations to make the venture "work". All the gained knowledge students will test and apply on a real life example, in an organization on one of Croatian islands, in order to experience a challenge of solving a concrete problem and address issues related to island sustainability. For that reason, the physical mobility is going to take place at University of Split, and a field trip to the island is planned to be organized.

VIRTUAL COMPONENT

The online part of the proposed program will include a combination of lectures, case study analyses, individual and team work assignments. Participation in all scheduled appointments will be obligatory, as well as working on all assigned tasks. Students will form international teams, preferably composed from different study profiles and fields working towards an innovative and sustainable digital solution of a real case problem. All virtual classes and homeworks will prepare the student teams for the final physical week, in which they will get acquinted with a real life organization, its problems and challenges, that they will try to find and propose a solution for. The virtual classes will be supported by an online training platform (moodle course) as well as through an online collaboration tool for easy online communication between team members, all students and teachers.

TEACHING METHODS

Students will participate in online and onsite lectures, which will be provided by carefully selected lecturers from international partnering institutions. In addition, creative and contemporary teaching and learning methods, such as problem-based learning, gamification, teamwork and project tasks, will be applied to establish a collaborative work environment and to enable students to learn from both lecturers and each other.

LEARNING OUTCOMES

- Comprehend and enforce creative **methods, techniques and tools** for customer needs analysis and innovative ideas creation.
- Understand and apply the basic concepts of artificial intelligence, particularly deep neural networks.
- Propose a new digital and sustainable business model of an organization.