

Erasmus +

4-8 May
2026

BIP

***Global Business,
Leadership & Impact***

Blended Intensive Programme



POLITÉCNICO
DA MAIA IPMAIA



Erasmus+

DESCRIPTION AND OBJECTIVES

In a rapidly evolving global landscape, the intersection of business, leadership, and social impact has become a defining challenge and opportunity for organisations and professionals alike. The increasing complexity of global markets, heightened expectations for ethical leadership, and growing demand for businesses to contribute positively to society require a new generation of leaders equipped with a global mindset, strategic thinking, and a deep sense of responsibility.

This BIP provides students with a unique opportunity to explore how leadership and business strategies can drive sustainable impact on a global scale. It emphasises the development of transversal skills such as intercultural communication, ethical decision-making, and collaborative problem-solving – all of which are essential for navigating today's interconnected and diverse business environments.

At the same time, perspectives on leadership and impact vary greatly across cultures and socio-economic contexts. This makes it vital for students to engage in international dialogue and learn from different approaches and experiences. By bringing together participants from diverse academic and cultural backgrounds, this programme fosters meaningful exchange and prepares students to take on leadership roles that are not only effective but also globally conscious and impact-driven.

Participants will:

- Develop strategic thinking and leadership skills for dynamic business environments;
- Apply agile methodologies and change management for adaptability in volatile scenarios;
- Explore sustainability as a driver of innovation and competitiveness;
- Enhance communication, persuasion, and negotiation techniques with impact;

- Integrate practical learning and international networking to create real value.

This BIP offers a wide range of benefits that extend beyond the formal academic workload, including:

- A diverse and engaging learning experience for students, in both content and methodology;
- Exposure to different cultures and perspectives for students and lecturers, fostering intercultural competence;
- An enriching professional experience for lecturers and coaches through international collaboration and the exchange of best practices;
- Strengthening of institutional partnerships between the participating universities, supporting long-term cooperation;
- Creation of international networks among students and staff, opening up future opportunities for academic, professional, and research collaboration.

ECTS awarded: 3

COORDINATING INSTITUTION

Polytechnic Institute of Maia – IPMAIA

COURSE COORDINATORS

Simão Nuno Almeida de Soares Machado

José António Pinto da Silva

TARGET AUDIENCE

Students from Erasmus+ partner institutions

Virtual Mobility Period: Starting 13 April 2026

Physical Mobility Period: 4-8 May 2026

PROGRAMME STRUCTURE

PHYSICAL COMPONENT

Each day focuses on a central theme, integrating theoretical learning, hands-on experience, and cultural immersion.

Day 1 – Leadership & Business Strategy

Morning: Opening session, team-building exercises, and introduction to strategic thinking in global business.

Afternoon: Leadership dynamics, decision-making under uncertainty, and practical case studies.

Day 2 – Innovation, Entrepreneurship & Change Management

Morning: Workshops on agile methodologies, Lean Startup, and business model innovation.

Afternoon: Off-campus case-studies: innovation ecosystem and/or local startups.

Day 3 – Communication, Negotiation & High-Performance Teams

Morning: Negotiation strategies, influence techniques, and conflict resolution simulations.

Afternoon: Off-campus team challenge in historic Porto.

Day 4 – Sustainability & Marketing for Global Impact

Morning: Sustainable business models, circular economy, and ESG principles.

Afternoon: Case study analysis, impact measurement, and strategy sessions.

Day 5 – Final Challenge & Closing Session

Morning: Business simulation and final pitch presentations to a panel of experts.

Afternoon: Off-campus closing experience.

Evening: Farewell dinner.

VIRTUAL COMPONENT

One week before the physical component: Preparatory online meeting. (2h)

Two weeks after the physical component: Project assessment session. (2h)

Three weeks after the physical component: Video sharing and individual report review. (3h)

FINAL EVALUATION

- In-person pitch presentation (group work);
- Short video submission (group work);
- Final report (individual work).

PROGRAMME WORKLOAD

Total Workload: 75 hours

Contact Hours: 35h

(in-person: 28h; online: 7h)

Autonomous Work: 40h

For further information, please contact gri@maieutica.pt



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