



UNIVERSITY  
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FACULTY  
OF ECONOMICS  
AND ADMINISTRATION



JAGIELLONIAN UNIVERSITY  
IN KRAKÓW



UNIVERSITÉ  
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# ERASMUS+ BLENDED INTENSIVE PROGRAMME 2025

**12 May – 16 May, 2025 PHYSICAL PART**  
**19 May – 6 June, 2025 VIRTUAL PART**

## INNOVATIVE SOLUTIONS IN THE AGE OF DIGITALIZATION

### PARTNERS

- University of Pardubice, Faculty of Economics and Administration
- Université De Caen Normandie, Economics, Management, Geography and Regional Planning
- Jagiellonian University, Institute of Economics, Finance, and Management
- Vilniaus Kolegija, Faculty of Economics

### THE BIP MODULES

- Tools and Methods to Develop an Agile Digital Mindset
- Navigating Entrepreneurial Landscapes: Effectuation and Design Thinking
- Geomarketing
- Innovation systems
- The Role of Social Media in Digitalization
- Decision-making processes





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### **NAME OF THE LECTURER:**

**Assoc. Prof. Hana Kopáčková**

University of Pardubice, Czech Republic

BIP coordinator

### **TOOLS AND METHODS TO DEVELOP AN AGILE DIGITAL MINDSET**

#### **Annotation:**

The lecture focuses on introducing changing role of leadership in the digital age. It starts by explaining key ideas around digital transformation and highlights the need for leaders to manage and lead change as technology advances. At the heart of the lecture is the concept of the Agile Digital Mindset (ADM), a new approach that leaders need to succeed in today's fast-paced digital world. The lecture explains the key elements of this mindset, including how to handle uncertainty, stay flexible, and keep learning. The aim is to prepare students to lead confidently in times of change, build strong teams, and drive significant organizational growth in a technology-driven environment. uncertainty, lead resilient teams, and drive meaningful organizational change in an era defined by technological disruption.



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### **NAME OF THE LECTURER:**

**Assoc. Prof. Haïfa Naffakhi-Charfeddine**  
Université De Caen Normandie, France

### **NAVIGATING ENTREPRENEURIAL LANDSCAPES: EFFECTUATION AND DESIGN THINKING**

#### **Annotation:**

This lecture offers a comprehensive exploration of essential concepts in entrepreneurship, focusing on effectuation and design thinking as critical methodologies for innovation and agile mindset. Participants will deepen their understanding of entrepreneurial myths that often hinder potential ventures and will gain practical skills in applying design thinking to drive innovation effectively. The lecture will also emphasize the concept of Minimum Viable Product (MVP), illustrating how it serves as a cornerstone in validating entrepreneurial ideas and adapting to market needs.



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### **NAME OF THE LECTURER:**

**Prof. Jitka Komárková**

University of Pardubice, Czech Republic

### **GEOMARKETING**

#### **Annotation:**

Geomarketing is a fascinating discipline that can enhance marketing efforts by integrating location (geographic information) into the planning and execution of marketing strategies. Geomarketing helps people to make informed decisions. It allows to precisely target specific audiences based on their geographical location. By analyzing consumer demand trends and traffic patterns, it is possible to strategically choose the best location for business. Competitors analyzes, route optimization, heat maps and hotspots are other examples of geomarketing activities. Additionally, software tools (geographic information systems – GIS) help to better visualize market research findings.



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### **NAME OF THE LECTURER:**

**Dr. Judyta Lubacha**

Jagiellonian University in Kraków, Poland

### **INNOVATION SYSTEMS**

#### **Annotation:**

Enterprises do not operate in vacuum, to develop innovations they have to cooperate with various economic and social actors. The lecture provides knowledge on national-level innovation systems, with the focus on entrepreneur support organizations. Students will gain practical knowledge on sources of financial and mentoring support. Part of the lecture will be group work on development of own ideas for innovation.



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### **NAME OF THE LECTURER:**

**Assoc. Prof. Miglė Eleonora Černikováitė**

Vilniaus Kolegija, Higher Education Institution, Lithuania

### **BUSINESS MODEL INNOVATION FOR SUSTAINABLE DEVELOPMENT**

#### **Annotation:**

The topic presents transformative impact of social media in the digitalization of both established companies and startups, emphasizing its vital role in marketing and fundraising strategies. It will highlight how social media enhances brand visibility, fosters customer engagement, and builds communities, thereby promoting business growth and innovation. Following the presentation, an interactive session will engage students in group discussions using tools like Padlet, Coggle, and Slido to analyze successful social media marketing campaigns. Additionally, a web research activity will allow students to explore current trends in social media's influence on digital marketing and fundraising. A distinctive AI chatbot exercise will enable students to simulate customer or investor interactions, enhancing their communication skills and understanding of audience sentiments. This comprehensive approach aims to equip students with practical insights and skills for their future careers.



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## NAME OF THE LECTURER:

**Dr. Jakub Jech**

University of Pardubice, Czech Republic



## DECISION-MAKING PROCESSES

### Annotation:

Student learns theoretical knowledge from the field of decision-making processes and multicriterial decision-making and gains practical skills how to use them to support their decisions in business field. Part of this learning unit is a practical demonstration of the entire process of multi-criteria decision-making, which leads to finding the optimal variant.

After the course, the student will be able to:

- identify problems that can be solved by decision-making techniques:
- understand problem of decision-making process with conditions of decision-making
- understand of variants, criterions, and weights of decision-making:
- each decision-making process required inputs and its need to be managed by decision-maker
- propose direct and indirect methods to determine weights:
- get knowledge how to propose and calculate weights as a part
- of decision-making
- evaluate optimal solution of decision-making process: understand how to evaluate optimal variant by all inputs