

UNIVERSITY OF PARDUBICE

FACULTY OF ECONOMICS
AND ADMINISTRATION

BLENDED INTENSIVE PROGRAMME:
INNOVATIVE SOLUTIONS IN THE AGE
OF DIGITALIZATION

Program's InfoPack
12. 05. 2025 – 16. 05. 2025



Welcome to Pardubice region

The Pardubice Region, located in the eastern part of the Czech Republic, is known for its rich history, picturesque landscapes, and vibrant culture. The region is famous for its medieval towns, including Pardubice, the regional capital, which is known for its impressive chateau and horse racing tradition. The region also offers natural beauty, with parts of the Bohemian and Moravian Highlands. Its economy thrives on industries such as manufacturing, agriculture, and chemical production, and it boasts several charming villages and historical sites.





What is this BIP about?

How can you leverage technology to create value for your customers, employees, and society? How can you develop an agile digital mindset that allows you to adapt and innovate in the face of complexity and uncertainty?

This course will answer these questions and more. You will learn about the role and impact of new technology in the business environment. You will explore the process of digitalization and how it transforms the way businesses and public administration operate. You will discover the concept of agile digital mindset and how it enables individuals and organizations to tackle complex challenges with creativity, flexibility, and a focus on continuous improvement.

Day 1 – 12. 05. 2025

10 am

Meet and greeting

- Meeting at the EA building, floor No. 3
- Round of Introductions
- UPCE team Introduction
- Campus game

12 pm – 13 pm Lunch

13 pm – 16 pm

- Classroom lecture: **Navigating Entrepreneurial Landscapes: Effectuation and Design Thinking** (Classroom No. 03024)





Day 2 – 13. 05. 2025

9 am – 12 noon

- Classroom lecture: **Tools and Methods to Develop an Agile Digital Mindset** (Classroom No. 03024)

12 noon – 1 pm Lunch

1 pm – 4 pm

- Classroom lecture: **Innovation systems** (Classroom No. 03024)

6 pm at A-club

- **Pub Quiz:** from UPCE students to BIP students

Day 3 – 14. 05. 2025

9 am – 12 noon

- Classroom lecture: **The Role of Social Media in Digitalization** (Classroom No. 03024)

12 noon – 1 pm Lunch

1 pm – 4 pm

- Classroom lecture: **Geomarketing** (Classroom No. 04033/04032)





Day 4 – 15. 05. 2025

9 am – 12 noon

- Classroom lecture: **Decision-making processes** (Classroom No. 04033/04032)

12 noon – 1 pm Lunch

12 noon – 4 pm Lunch

- **Treasure hunt:** Digital interactive treasure hunt with FEA students focused on Pardubice

4 pm

- **Game results:** awarding of prizes to the winners at the student's A-club

Day 5 – 16. 05. 2025

Cultural Day

Discover the Historic Town of Kutná Hora – – A UNESCO World Heritage Site

Step back in time as you explore the charming medieval town of Kutná Hora, recognized for its rich history and architectural beauty. Stroll through its ancient streets and walls, and marvel at the breathtaking Cathedral of St. Barbara – a jewel of Gothic architecture and a proud part of the UNESCO World Heritage list. On our way back, we'll visit the nearby district of Sedlec, where an English-speaking guide will take you into the eerie yet fascinating Sedlec Ossuary – a mysterious underground chapel adorned with human bones.





MS Teams: The place for online classes and social networking

To collect all your experiences, feelings and impressions, we will use a MS Teams group. You are free to send messages, share your thoughts, impressions, most amazing pictures and exciting videos before, during and after the physical week!

[MS TEAMS DIGI 2025](#)



Microsoft Teams

What should you definitely visit in Pardubice?

Pardubice Castle: This Renaissance-style castle is one of the city's most iconic landmarks. It houses the East Bohemian Museum, showcasing local history, art, and culture.

Green Gate (Zelená brána): A medieval tower and city gate, this historic structure offers panoramic views of the city from its top.

Pardubice Old Town: Wander through the charming cobblestone streets of the historic center, where you'll find colorful houses, cozy cafes, and vibrant squares.

Church of St. Bartholomew: This Gothic-style church is another landmark in the city, offering impressive architecture and a peaceful atmosphere.

Tyršovy sady: A beautiful park located in the heart of Pardubice, offering a peaceful retreat amidst the city's urban environment.





Where to have a good meal?

In or around the UPCE Campus

- UPCE Canteen
- Pizzeria Dýdy baba
- Robinson Café for vegetarians
- Na Cibulce
- Kozlovna

In the City Centre

- Nejen dvorek
- Bohémská hospoda
- Nejen 55
- Galera Pizzeria
- Galerie Café
- Potrefená husa

Practical Information

Please note:

The BIP participating or participation fee covers only the programme and social/cultural activities mentioned in this presentation. Transportation to and from Pardubice, accommodation and lunches should be covered by the financial grant provided by your home institution.

Accommodation is booked for you from Sunday, May 11 to Saturday, May 17 at [HOTEL TRIM](#).

Due to the international nature of our programme/classes, we require participants to have an English level of at least B2 according to the CEFR.

