Akademia WSB
WSB University

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ERASMUS+ DIARIES

Stories, memories and unforgettable moments from WSB University students' journeys abroad

Academic Year 2025/2026,
International Cooperation Office of WSB University

Introduction to Erasmus+ Programme

The Erasmus+ programme represents one of the most transformative educational opportunities available to students across Europe. It empowers you to spend time studying or completing traineeship abroad. What makes Erasmus+ unique is its structured approach to mobility, combining academic planning, financial support, and institutional backing.

Choosing Erasmus+ is an investment in your future with benefits extending far beyond your time abroad.

- Develop proficiency in English and potentially acquire knowledge of another European language
- Gain independence and resilience by navigating life in a new country
- Build an international professional network that opens doors to career opportunities
- Enhance your CV with valuable international experience employers actively seek
- Receive substantial financial support through Erasmus+ grants
- Experience diverse cultures and ways of life that broaden your perspective



A message from the Academic Mobility Coordinator: Gabriela Węglarz

Dear Students,



If there is one thing I would encourage you to do during your time at WSB University, it is to go abroad. Take the opportunity, step outside your comfort zone and give yourself the chance to experience Erasmus+ for yourself.

One of my favourite parts of this job is watching students grow throughout their mobility journey. I see them before they leave — sometimes excited, sometimes nervous, and often wondering whether they are really ready for such a big adventure. Then they come back with new experiences, new friendships, greater confidence and a completely different perspective on the world.

What makes me especially happy is seeing that, after returning, many of them are already thinking about where they can go next. They come back changed — more independent, more open-minded and more courageous — and often with a desire to keep exploring.

That is the magic of Erasmus+: it is not only about studying in another country. It is about discovering what you are capable of, meeting people who can become friends for life, experiencing different cultures and creating memories that stay with you long after you return home.

So, if you are thinking about going abroad but are still hesitating, take the leap. Your Erasmus journey might become one of the most memorable chapters of your university life.

I hope that the stories in this book will inspire you to write your own.

See you somewhere in Europe!

Gabriela Węglarz

Erasmus+ Long Term Mobility — Study and Traineeship Mobility



WSB University Students' Long-Term Mobility Journeys: Study and Traineeship Experiences

Long-term Erasmus+ mobility gives students the opportunity to **study or complete a traineeship abroad for an extended period**, becoming part of a different academic, professional and cultural environment. It is a chance to experience everyday life in another country, develop new skills and gain international experience that can complement your studies and future career.

Students can choose between **a study mobility at a partner university** and **a traineeship at a company or organisation abroad**, depending on their academic and professional goals.

Long-term mobility is not only about studying or working abroad. It is an opportunity to **challenge yourself, discover a new place, meet people from around the world and grow both personally and professionally**.

Whether you choose a semester at a partner university or a traineeship in an international organisation, Erasmus+ gives you the chance to turn your time abroad into an important part of your academic and professional journey.





student story / 01

Iwo Gadamski
Spanish Philology
Spring semester 2025/2026

University of Almeria, Spain
Website ↗

Academic Experience and Support at the Host Institution

How would you evaluate the organization of studies and the support provided to students at the host institution?

The University of Almería, my host institution has managed to resolve all my concerns and needs.

In what language were the classes conducted, and how would you evaluate the ease of communication at the host institution and in everyday life?

As I study Spanish philology I had all my classes in Spanish even thought it was quite a challenge. I never had any issues when it comes to communication with my host University, they were always there to help. When it comes to daily basis when you speak Spanish in Spain it's way more easier to express yourself, giving that most of the people either don't speak or poorly knows English.

How would you evaluate the examination process and academic requirements?



Well it was the hardest part of my stay but I could see it coming. I sincerely believe that if you lock in and balance hitting the books with having fun you should be just fine.

How would you evaluate the study programme and the process of preparing your Learning Agreement?

Well yeah I've heard many times it's the hardest part of the process but to be honest I didn't have much trouble with putting it together. I strongly recommend that you watch out for the subjects colliding and if you have a chance to ask someone for any reference that's a game changer.

Accommodation and Daily Life

How would you evaluate your accommodation and living conditions in the host city?

I'm not gonna lie mine was okay but not top tier but based on seeing other people's places I think overall the conditions are good but don't expect much modernity. PS. If you coming to Almería keep in mind that a huge majority of the Erasmus students will stay in El Zapillo close to the beach, so my advice is that you don't really wanna live on the other side of the city.

How would you evaluate public transport and local transportation?

There are bunch of bus lines, couple that will get you to the University. The thing was that most of the time I wasn't sure when they gonna come because the schedule's not really clear so it's better to be waiting earlier than wait another 20 minutes. If you'd want to get off for a trip to cities like Granada, Malaga or slightly farther, my favorite, Sevilla you should take Alsa bus which costs are close to our trains in Poland. Pro tip: if you get your ticket at least a week earlier than your departure you'll get it way cheaper cause the price will rise with days going by and might even double later.

How would you evaluate the cost of living during your mobility?

Definitely comparing to other bigger cities especially in the North or the Central part, living there is cheaper but it's no surprise that the money you get from the Erasmus scholarship won't be enough so from my experience I'd approximately suggest to have 200-300 euro monthly extra from your own pocket to live comfy without worrying. I'm not saying you won't be able to survive only based on the scholarship but it'll be really hard.

How would you evaluate the safety and overall comfort of living in the host city?

As someone who was going back home many many times in middle of the night I've never been threatened, harassed or even felt uncomfortable. As being known in Spain the night-life is another level so there'll be some people going back home too or still on the streets so don't worry about it. Almería is not that big of a city so the comfort of having majority of the places within a walking distance is a real treat.



Social and Cultural Experience

How would you evaluate student integration, student life, and the overall atmosphere at the host institution?

When it comes to student integration and social life huge shoutout to ESN Almería (if you're coming to Almería you must check it out) they've organized so many great events so we could get to know each other in those first weeks and later some blasting parties.

In general the atmosphere was amazing I haven't faced any issues with a single student, we all were there for one another and having the best time of our lives.

How would you evaluate the local culture, lifestyle, and your overall experience during the mobility?

I mean Andalucía has such a rich culture, and so does Almería. The city has its soul and I love that about it. Within Andalucía are also many outstanding cities to visit like I mentioned earlier. Spaniards always take their time which sometimes can be annoying but are also pretty chill and friendly. Some cultural differences are always notable and it's fascinating to learn and analyze their historical origin. I guarantee that any place you'll go will have it's own special energy.

What places, activities, or attractions would you recommend to future students in the area?

First things first, when it comes to Almería, those beaches. You can enjoy stunning views of clear water, fauna and flora. The one in the city is nice but even better ones are within an hour drive in Cabo de Gata. Well in general there will for sure be a tour round any city of your choice and pro tip from me would be to get close to locals as they know best the worth seeing places of their city.

Personal Reflection and Recommendations

What challenges did you encounter during your mobility, and what advice would you give to future Erasmus+ students?

I always say that the golden balance is the key, but it's easier said than done, so even though you're in at a different university abroad you don't wanna miss many classes and be behind with the material because later you'll have to push much harder and missing out on some events so try to be strict and pay attention in classes. You'll definitely experience FOMO (fear



of missing out) it's good you will cause it's an alarm. If you wanna have the best experience try as possible not to miss out, on hang outs, integration, simple going to a beach or coffee. At the end of the day whenever you gonna push yourself out of your comfort zone and go there you gonna thank yourself later believe me or not. But on the other hand if you need time for yourself take it but there's a thin line between when you really need it and when you choose a safe bet and possibly miss out.

Overall, how would you evaluate your mobility experience, and would you recommend this host institution to other students?

I'm gonna try keep it short and simple here. I have genuinely enjoyed my stay at fullest, met so many amazing human beings and learned a lot about myself. I hugely improved my language skills in both Spanish and English and I feel more confident about all tools I maintained and acquired. I couldn't imagine a better place for my first Erasmus mobility than University of Almería. They really care for their students and create a warm atmosphere. I can strongly recommend it. Last but not least, it's not easy to describe those real feelings you just gotta experience them firsthand. So don't keep on waiting any longer and apply now!



student story / 02

Szymon Sobel
Management
Winter semester 2025/2026

University of Huelva, Spain
Website ↗

Academic Experience and Support at the Host Institution

How would you evaluate the organization of studies and the support provided to students at the host institution?

I rate the University of Huelva very highly in this regard. The organization was at a high level, and I could always count on the support of the coordinator.

In what language were the classes conducted, and how would you evaluate the ease of communication at the host institution and in everyday life?

Classes were conducted in English or Spanish, depending on the chosen course. Communication at the institution went smoothly. Unfortunately, everyday communication was more difficult due to the low level of English language teaching in Andalusia.

How would you evaluate the examination process and academic requirements?

The process was clear and transparent, the requirements were not excessive — they were at a normal level.

How would you evaluate the study programme and the process of preparing your Learning Agreement?

I have no complaints about the process, but I think that a complete switch to filling out agreements online instead of the traditional paper form would be very positive, both from an ecological and practical point of view.



Accommodation and Daily Life

How would you evaluate your accommodation and living conditions in the host city?

The accommodation and living conditions in the host city were good.

How would you evaluate public transport and local transportation?

The transport and communication were cheap but not very punctual.

How would you evaluate the cost of living during your mobility?

The costs were comparable to those in Poland, so I rate them well.

How would you evaluate the safety and overall comfort of living in the host city?

I rate it well, although the level of safety and hygiene in my subjective opinion was lower than in Poland.

Social and Cultural Experience

How would you evaluate student integration, student life, and the overall atmosphere at the host institution?

I rate it very highly. Thanks to the student organization Erasmus Club Huelva and their trips and events, the stay allowed me to meet many people and visit many places in Andalusia.

How would you evaluate the local culture, lifestyle, and your overall experience during the mobility?



Positively. It was something completely different and new for me. Even though it was also a European country, Spaniards have a different approach to many things compared to Poles.

What places, activities, or attractions would you recommend to future students in the area?

I would recommend travelling and sightseeing to get to know the local culture, as well as seeing the flora, fauna, and landscapes of Spain and Portugal.

Personal Reflection and Recommendations

What challenges did you encounter during your mobility, and what advice would you give to future Erasmus+ students?

Sometimes the language barrier was difficult to overcome, and sometimes there was homesickness and missing friends, but these were not major challenges.

Overall, how would you evaluate your mobility experience, and would you recommend this host institution to other students?

I rate it 5/5 and I can recommend this institution to students who would like to go on mobility.



student story / 03

Józef Strach

Engineering of Management
Winter semester 2025/2026

Lusofona University, Portugal
Website ↗

Going on Erasmus is an adventure that I would recommend to every student who has the opportunity to take part in an exchange. There is no need to worry — you will definitely meet new

people and find a way to communicate with people you encounter in another country. Here are some of my tips before going on your first Erasmus exchange:

- Start preparing your OLA as soon as possible, as communication with partner universities can often take quite a long time.

- After arriving in your new country, look for organisations that bring together exchange students, such as ESN (Erasmus Student Network), which is the most popular and wide-spread organisation of this kind. During the first few weeks, take part in the events they organise. You will meet people who have also just arrived in the city and are looking to make new friends. The first events usually attract the largest number of students.

- Travel and explore! You can travel on your own or with a group. If you have been afraid of travelling solo before, this is a great opportunity to step out of your comfort zone and give it a try.

It is also worth mentioning that there is no guarantee that all classes at the partner university will be taught in English. In my case, lectures were conducted in Portuguese, but the case studies and exams were provided in English. Presentations were also usually in English, although occasionally they were in Portuguese, which I could easily translate. I also had practically no problems communicating with the lecturers in English or discussing the requirements and arrangements for completing the courses.





student story / 04

Lea Sina

Computer Science
Winter semester 2025/2026

University Colleges Leuven-Limburg UCLL, Belgium
Website ↗

Being selected for a second Erasmus mobility through WSB University felt like a privilege, and my experience at UCLL University in Leuven made it even more special. Leuven is a city full of students, which allowed me to live student life in a completely different way, surrounded by libraries and an inspiring academic atmosphere. Even though Belgium's weather was often gray, the atmosphere and people made the adventure incredibly warm, and the winter even felt milder compared to Poland. Such experiences will remain a lasting part of who I am.





student story / 05

Maja Mańko

English Philology

Spring semester 2025/2026

University of Nevada, Reno, USA

Website ↗

I could confidently say that it had been a truly great experience. The UNR campus was very beautiful and full of student life. Classes were conducted in a very engaging way, often involving discussions and group work, so the atmosphere was much more relaxed than at many universities in Europe.

Another very interesting part of student life was the sporting events, especially basketball games. The arena was packed with students during the games, everyone was wearing the university colors, and you could really feel the incredible energy. There were also many fraternities and student organizations on campus, so students could attend the famous “frat parties” that are often portrayed in American movies.

I would definitely recommend going on Erasmus to other students. It was not only an opportunity to study in another country, but also a chance to meet many people from different parts of the world, see new places, and gain experiences that would have been difficult to have by staying at home.





student story / 06

Wiktoria Jędrzejczyk

English Philology

Winter semester 2025/2026

University of Cadiz, Spain

Website ↗

How would you evaluate the organization of studies and the support provided to students at the host institution?

The studies were well organized, and everything was clearly explained from the beginning. We had access to different kinds of support whenever needed, and the university staff were always friendly and helpful. Additionally, there is an ESN organization in Cádiz that supports international students and is ready to help with various issues, including those not directly related to university life.

In what language were the classes conducted, and how would you evaluate the ease of communication at the host institution and in everyday life?

Some of my classes were conducted in English, while others were in Spanish, as I chose to take courses in both languages. Communication with the professors was very easy. Whenever I did not understand something in Spanish, they were patient and explained it in a different way until everything was clear. This helped me improve my Spanish significantly throughout my stay. In everyday life, Spanish is definitely more useful than English, as not everyone speaks English. Because of this, I found the three-month Spanish course offered during my stay particularly useful. It helped me communicate more confidently and made everyday life much easier.



How would you evaluate the examination process and academic requirements?

The examination process and academic requirements were clearly explained during the first classes. We were informed about the assessment methods, expectations, and

requirements from the beginning, so it was easy to understand what was expected of us throughout the semester.

How would you evaluate the study programme and the process of preparing your Learning Agreement?

The process of preparing my Learning Agreement went smoothly and was quite straightforward. The study programme offered by the host university was very interesting, with a wide variety of courses to choose from. This made it relatively easy to select subjects that matched both my interests and academic requirements.

How would you evaluate your accommodation and living conditions in the host city?

At first, I struggled a little with finding accommodation, but eventually I managed to find a flat for three people in the city center, close to my faculty. The location was very convenient, and Cádiz itself has everything you might need during your stay. There are interesting museums, beautiful beaches, all the necessary shops, amazing restaurants, and plenty of places to enjoy the nightlife. Overall, I was very satisfied with my accommodation and living conditions.

How would you evaluate public transport and local transportation?

I cannot say much about public transport because I lived in the center of Cádiz, so almost everything I needed was within walking distance. However, there are buses that operate throughout the city, and the fares are quite affordable. Cádiz also has a train station with connections to other cities in Spain, which makes traveling around the country relatively easy.

How would you evaluate the cost of living during your mobility?

The cost of living in Spain is slightly higher than in Poland. Fortunately, since Cádiz is not a very large city, accommodation prices are relatively reasonable. In my experience, the scholarship was sufficient to cover the necessary living expenses. Overall, I found the cost of living manageable during my stay.



How would you evaluate the safety and overall comfort of living in the host city?

Throughout my entire stay in Cádiz, I felt very safe and comfortable. I did not experience any unpleasant or dangerous situations, and I generally felt at ease when moving around the city, including on my own. Overall, Cádiz was a very comfortable and welcoming place to live.

How would you evaluate student integration, student life, and the overall atmosphere at the host institution?

The atmosphere is very Erasmus-friendly, and it is easy to meet both international and



local students. There are many events organized throughout the semester to help students integrate, such as language exchanges, international dinners, themed parties, beach volleyball, karaoke nights, and various trips around Andalusia. There are also regular Erasmus parties and social gatherings where you can meet people from many different countries. With so many activities and events taking place, Cádiz offers a lively and welcoming student environment where you can fully experience student life and make the most of your Erasmus experience.

How would you evaluate the local culture, lifestyle, and your overall experience during the mobility?

I found the local culture and lifestyle really interesting. The pace of life in Cádiz is much calmer and more relaxed, which allows you to appreciate the small things and enjoy everyday life more. During my mobility, I also had the opportunity to travel around Andalusia, make great friends, discover new places, and try amazing local food. Overall, it was a very valuable and memorable experience.

What places, activities, or attractions would you recommend to future students in the area?

I would definitely recommend taking surfing lessons in Cádiz, as the city has great conditions for surfing. I would also suggest joining one of the trips organized by Erasmus Family Cádiz, going to the parties organized by ESN, seeing a traditional flamenco show, and exploring Andalusia whenever possible. One of my favorite things to do was watch the sunset from the castle by the beach, which is definitely an experience I would recommend to future students.

What challenges did you encounter during your mobility, and what advice would you give to future Erasmus+ students?

At first, it may be challenging to adjust to a new environment, especially when you are far away from home and your country. However, as soon as you open yourself up to new experiences, meet new people, and take part in different activities, everything becomes much easier. The language barrier can also be difficult to overcome at first, but attending Spanish classes helped me a lot and made communication much easier over time. My advice to future Erasmus+ students would be to step outside their comfort zone, be open to new experiences, and make the most of every opportunity.

Overall, how would you evaluate your mobility experience, and would you recommend this host institution to other students?

I truly had the time of my life in Cádiz, and I would definitely recommend this host institution to other students. My Erasmus experience gave me the opportunity to meet amazing people, improve my Spanish, discover a new culture, travel, and create unforgettable memories. It was an incredible experience that I will always remember, and I would recommend Cádiz to anyone considering an Erasmus+ mobility.



student story / 07

Mateusz Tur
English Philology
Spring semester 2025/2026

Erasmus Life Porto, Portugal

Internship Experience and Support at the Host Organisation

How would you evaluate the organisation of your internship and the support provided by the host organisation?

I would evaluate the organization of my internship very positively. The host organization provided a supportive environment and helped me adapt to the new workplace. The initial introduction was well organized, and I received the necessary information and guidance to perform my tasks effectively.

In what language did you perform your internship, and how would you evaluate communication with your supervisor, colleagues, and in everyday life?

I performed my internship mainly in English. Communication with my supervisor and colleagues was very good. Everyone was helpful, open-minded, and willing to explain tasks or answer questions

How would you evaluate the tasks and responsibilities assigned to you during the internship? Did they match the objectives described in your Learning Agreement for Traineeships?

The tasks and responsibilities assigned to me were relevant and connected with the objectives described in my Learning Agreement for Traineeships. I was able to develop practical skills, apply my academic knowledge, and gain experience in a real professional environment.

How would you evaluate the supervision, mentoring, and feedback you received from your internship supervisor?

The supervision and mentoring were very good. My supervisor provided clear instructions, answered my questions, and gave me useful feedback that helped me improve my work and develop professionally.

Accommodation and Daily Life

How would you evaluate your accommodation and living conditions in the host city?

I would evaluate my accommodation positively. The living conditions were comfortable and suitable for the duration of my stay. Living in Porto also gave me the opportunity to experience everyday life in another country and meet people from different backgrounds.

How would you evaluate public transport and local transportation?

Public transport in Porto was well organised and affordable. The metro, buses, and other forms of transportation made it easy to travel around the city and reach the workplace.

How would you evaluate the cost of living during your mobility?

The cost of living was reasonable compared to many other European cities. Some expenses, such as accommodation, could be relatively high, but daily costs such as food and transportation were affordable.

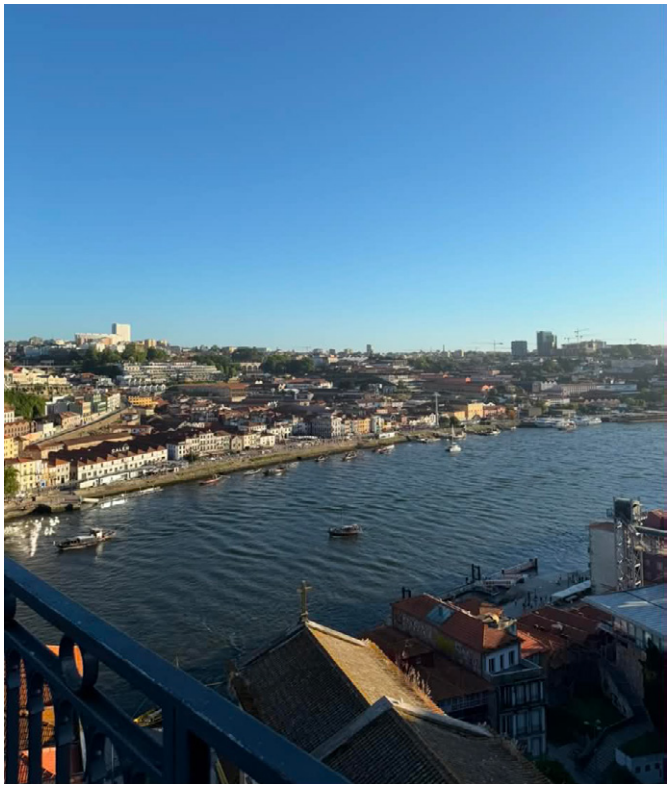
How would you evaluate the safety and overall comfort of living in the host city?

Porto is a safe and comfortable city to live in. I felt secure during my stay, and the atmosphere of the city was welcoming. The combination of a relaxed lifestyle, friendly people, and good infrastructure made everyday life enjoyable.

Working Environment and Cultural Experience

How would you evaluate the working environment, the atmosphere within the host organisation, and your integration into the team?

The working environment was very positive. The atmosphere in the organisation was friendly and professional. I felt welcomed by the team and had the opportunity to cooperate with colleagues and learn from their experience.



How would you evaluate the local culture, work culture, lifestyle, and your overall experience during the mobility?

The local culture and lifestyle were one of the highlights of my Erasmus experience. Portuguese people are open and friendly, and Porto has a unique atmosphere combining tradition and modern lifestyle. The work culture was more relaxed compared to some other countries, while still maintaining professionalism.

What places, activities, or attractions would you recommend to future Erasmus+ trainees in the area?

I would recommend visiting the historic centre of Porto, Ribeira, the Dom Luís I Bridge, Vila Nova de Gaia, and the nearby beaches. I would also recommend exploring Portuguese cuisine, visiting local markets, travelling to nearby cities such as Braga or Aveiro, and taking part in Erasmus events to meet new people.

Personal Reflection and Recommendations

What challenges did you encounter during your internship, and what advice would you give to future Erasmus+ trainees?

The main challenges were adapting to a new environment, different working methods, and everyday communication in another language. My advice for future trainees is to be open-minded, ask questions, actively participate in the workplace, and take advantage of every opportunity to explore the country and meet new people.

What professional skills, knowledge, or competences did you gain during your internship?

During my internship, I developed my professional skills, communication abilities, independence, and ability to work in an international environment. I also gained practical knowledge related to my field of study and improved my problem-solving and teamwork skills.

Overall, how would you evaluate your Erasmus+ traineeship experience, and would you recommend this host organisation to other students?

Overall, I would evaluate my Erasmus+ traineeship experience very positively. It was a valuable opportunity for both professional and personal development. I would definitely recommend this host organisation to other students because it provides a supportive environment where trainees can gain practical experience and improve their skills.





Erasmus+ Short Term Mobility — Blended Intensive Programmes

WSB University Students' Blended Intensive Programmes Journeys

Blended Intensive Programmes (BIPs) are short-term, intensive international programmes that combine online learning with physical mobility abroad. They bring together students from different countries, study fields and academic backgrounds to learn, collaborate and exchange ideas in an international environment.

BIPs use innovative teaching methods such as workshops, case studies, project-based and challenge-based learning, often focusing on real-world challenges related to sustainability, digital transformation, business, social responsibility, healthcare and other important societal issues.

A BIP is more than just a short trip abroad. It is a chance to learn, collaborate, explore and create something together with people from different parts of Europe — all within a short and intensive international experience.





09—13 February 2026

Babeș-Bolyai University, Romania

Promoting Equity and Inclusive Practices, Supporting Multiculturalism and Social Diversity in Higher Education

Promoting Equity and Inclusive Practices, *Supporting Multiculturalism and Social Diversity in Higher Education* was an international Erasmus+ Blended Intensive Programme (BIP) held at Babeș-Bolyai University in Cluj-Napoca, Romania. The programme focused on equality, diversity and inclusion in higher education. Participants developed skills related to working in multicultural environments, psychological safety, nonviolent communication (NVC), supporting people with disabilities, and addressing stereotypes and social exclusion.

The programme combined online sessions with an intensive week of on-site workshops, during which students worked on practical case studies, participated in international knowledge exchange and gained insights into building inclusive academic environments.





23—27 March 2026

Hénallux University, Belgium

Wellbeing@Work
BusiBIP

Wellbeing@Work BusiBIP — Spring Edition was an international Erasmus+ Blended Intensive Programme (BIP) held in Namur, Belgium, and organised by Hénallux in cooperation with universities belonging to the BUSINET network. The programme focused on wellbeing at work, developing intercultural competences, and collaboration in international and interdisciplinary teams.

Participants worked on case studies covering topics such as mental and physical health, management styles, creativity, meaningful work and intergenerational differences. The programme included online sessions as well as an intensive week of workshops, lectures and project work in Namur, concluding with team presentations and an exchange of experiences in an international academic environment.

My Erasmus+ BIP experience in Namur, Belgium, was a wonderful opportunity to meet students from different countries, discover a new academic environment, and experience Belgian culture. I especially enjoyed the international atmosphere and the activities we participated in together. One of my favourite memories was visiting the European Parliament in Brussels, which gave me a better understanding of the European Union and its institutions.

I was also impressed by how easily students from different cultural backgrounds connected, communicated, and worked together. This experience helped me grow both personally and academically and gave me memories and friendships that I will always remember.

I would like to sincerely thank WSB University and the Erasmus+ Team at WSB for giving me this opportunity and for their support throughout the mobility. I am truly grateful to have been part of this programme.

I would definitely recommend Erasmus+ to future students. My advice is to be open-minded, participate in as many activities as possible, meet people from different countries, and make the most of every opportunity. Erasmus+ is much more than studying abroad—it is an experience that helps you discover new cultures, challenge yourself, and create unforgettable memories.

— Wail Salah Eddine Zeghlache



23—27 March 2026

Polytechnic of Portalegre, Portugal

(Re)imagining Marketing in the Digital Age

(Re)imagining Marketing in the Digital Age was an international Erasmus+ Blended Intensive Programme (BIP) held in Portalegre, Portugal, and organised by the Polytechnic Institute of Portalegre. The programme focused on the transformation of marketing in the digital age, with particular emphasis on artificial intelligence, machine learning, automation and changing consumer behaviour.

Participants developed their knowledge and skills through online sessions, lectures, case studies, workshops and project work in international teams. The programme also provided opportunities to exchange experiences and deepen their understanding of digital marketing, emerging technologies and communication.





16—20 March 2026

Klaipėda University, Lithuania

Green Alchemy: Neuromarketing, Consumer Behaviour, and Life Balance

Green Alchemy: Neuromarketing, Consumer Behaviour, and Life Balance was an international Erasmus+ Blended Intensive Programme (BIP) held at Klaipėda University in Lithuania. The programme combined topics related to neuromarketing, sustainability and wellbeing, exploring how emotions, cognitive processes and marketing activities influence consumer decisions.

Participants learned about modern research tools used in neuromarketing, including EEG, eye-tracking and biosensors. They analysed marketing campaigns, explored the phenomenon of greenwashing and learned how to design responsible communication strategies.

The programme combined online sessions with an intensive week of on-site activities, including lectures, workshops, project work, laboratory visits and activities focused on mindfulness and work-life balance. Through international collaboration, participants gained practical knowledge of sustainable marketing, conscious consumer behaviour and intercultural competences.





20—24 April 2026

Polytechnic of Porto, Portugal

Digital & Green Transition in Action

Digital & Green Transition in Action was a Blended Intensive Programme organised by the Polytechnic Institute of Porto. Its aim was to prepare students for Europe's twin transition: the digital and green transition.

Participants worked in international teams on real-world challenges faced by the Tâmega e Sousa region, choosing from five areas: green consumerism, waste reduction, digital innovation in communities, digital skills development and climate change resilience.

The programme used the Challenge-Based Learning methodology, combining online sessions with workshops, field visits and co-creation of prototypes in Amarante.

As a result, students developed practical solutions, SDG-based business models and implementation and leadership plans. The programme strengthened competences in innovation, sustainability, teamwork and digital transformation.





26 June—06 July 2026

HU University of Applied Sciences Utrecht, Netherlands

EU: Off the Beaten Track

EU: Off the Beaten Track was a Blended Intensive Programme organised by HU University of Applied Sciences Utrecht, giving students the opportunity to explore lesser-known aspects of European Union law and functioning.

Participants explored topics that are rarely covered in standard courses, including ultra vires review, the European Labour Authority, the European Economic Area, human rights protection within the EU and the status of third-country nationals under EU law.

The programme combined lectures by experts from different countries with international group work and the creation of a collaborative knowledge clip. The virtual component included an introduction and group work, followed by the presentation of the completed materials after the physical mobility.

The programme developed analytical, research and presentation skills, as well as intercultural competences. Completion of the programme awarded 3 ECTS credits.





26 June—06 July 2026

HU University of Applied Sciences Utrecht, Netherlands

Practical Leadership

Practical Leadership was a Blended Intensive Programme organised by HU University of Applied Sciences Utrecht, focusing on a practical and personal approach to leadership.

Participants developed greater awareness of their own values, motivations and leadership styles while working on real-life tasks in international teams. The programme combined theory with hands-on experience. A key element was the joint design and organisation of an evening event, requiring teamwork, decision-making, stress management and responsibility.

Activities included lectures, reflection, coaching, dialogue and feedback, while the virtual component prepared participants for the on-site work. The programme developed confidence, adaptability, conflict-management skills and effective collaboration in international teams.



Hello! My Erasmus+ programme was "Practical Leadership" at HU University of Applied Sciences Utrecht in the Netherlands.

The programme not only showed us the beautiful cities of the Netherlands but also taught us how to work in teams, develop our leadership skills, and learn more about ourselves. I would especially like to highlight the professionalism of the teachers from both our home university and the host university. Throughout the programme, we truly felt like one big team.

— Viktoriia Hirchak



17—21 August 2026

GEA College, Slovenia

Doing Business Across the World

Doing Business Across the World was a Blended Intensive Programme organised by GEA College in Ljubljana, focusing on the practical aspects of doing business in an international environment.

Participants explored cultural differences, the fundamentals of intercultural communication and key principles of operating in global markets. A short virtual component prepared students for the on-site activities by introducing the topic and bringing them together in international teams.

During the intensive week, students developed their market analysis and intercultural teamwork skills while creating business solutions adapted to different regions of the world. Completion of the programme awarded 3 ECTS credits.

My 5-day BIP in Slovenia with GEA College was an intense, inspiring, and unforgettable experience. The programme focused on entrepreneurship, and rather than just sitting through lectures, we dove straight into hands-on teamwork. Our main challenge was building a fast startup pitch from scratch—my team developed an idea for an app designed for solo travelers.

Beyond the academic side, the highlight was definitely the people. There were around 50 of us from all across Europe, and the energy in the group was amazing from day one. We also had a free day, which I used to visit the stunning Lake Bled—an absolute must-see if you are in Slovenia.

If I had one piece of advice for future students, it's this: don't hesitate to apply for a short-term BIP. You learn practical skills, make international friends in just a few days, and get to explore a beautiful country.

— Jan Szczepaniak

The next chapter could be yours!

Visit our webiste for more information.

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