

FIELD REPORT ON BLENDED INTENSIVE PROGRAM

DETAILS ON BIP

- Digital Business Modelling for Circular Economy
- UMFST University, Targu Mures- Romania
- Period (summer semester, 2025)
- Business Administration, International Management at TH Rosenheim
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PREPERATION

I first learned about the BIP opportunity through my university's dashboard. After reviewing the programmes details and eligibility requirements, I submitted my application along with a motivation letter. Initially, I was accepted into the BIP program in Malta. However, due to a limited number of participants allowed from the host university, I was advised to choose an alternative program. I then applied for the BIP in Târgu Mureș, Romania, and was accepted.

The communication with both the host and home universities was clear, timely, and well-coordinated. I received comprehensive information regarding the program schedule, travel arrangements, accommodation, and academic expectations. Once I received official confirmation of my participation, I proceeded to book my travel.

Tina Kaffl provided a valuable support with the Erasmus+ documentation and offered guidance throughout the preparation process. The host university also ensured we were well-informed by providing detailed instructions regarding arrival and transportation logistics.



ACCOMMODATION

We stayed in the host university's accommodation, which was one of the highlights of the trip. The facilities were clean, modern, and very comfortable. The cost was also reasonable, at €150.

The accommodation was located within walking distance of the host university, we used to walk around 30 mins to the host university. Additionally, the university arranged transportation for us from the airport to the accommodation upon arrival, and again for our departure. This thoughtful support contributed greatly to a smooth and stress-free experience.

COURSES AT THE HOST UNIVERSITY

The BIP program at the UMFST university in Târgu Mureș was well-organized and provided a valuable academic experience. The course content focused on Circular Economy "Business Model Canvas for Circular Economy", and included both theoretical sessions and practical activities that encouraged group collaboration and intercultural exchange. We used the Canvas Business Model in the practical aspect of the program. The topics were relevant, engaging, and applicable to real-world scenarios, making the learning process both useful and interesting.

The university offered facilities to support the program, including classrooms, reliable Wi-Fi, and access to learning resources via Microsoft Team.

Although the program was intensive, there were also opportunities to engage in leisure and social activities. The university organized a wine industry visit, music concert, and a farewell party.



EVERYDAY LIFE AND LEISURE

Every day after our academic sessions, we took the opportunity to explore the city and spend quality time with fellow students from different countries. These informal gatherings allowed us to build connections, exchange cultural insights, and enjoy local meals together—making the overall experience even more enriching and memorable.

Târgu Mureș is a relatively small city with a limited number of tourist attractions; however, we made the most of what it had to offer. I had the chance to visit several local sites, including the city center, the Palace of Culture, the Târgu Mureș Zoo, and a some local restaurants.

The host university also organized social activities for us. We visited a local wine industry, enjoyed a music party, and, on the final day, they hosted a heartfelt farewell gathering at a local restaurant. This closing event was especially emotional and beautifully organized—it gave us all a chance to reflect on our time together and say goodbye in a warm and memorable way.



Conclusion:

I would definitely recommend this program to other students. It was an enjoyable and enriching experience, working and learning alongside peers from various universities around the world.

What I appreciated most was the exceptional support provided by the host university. They consistently ensured that our needs were met and were always available to assist us whenever necessary.

One area that could be improved, however, is the mixing of Bachelor's and master's students. In my view, this sometimes limited the depth of discussions and the overall potential for advanced academic engagement.