# FIELD REPORT ON BLENDED INTENSIVE PROGRAM

## DETAILS ON BIP

- Title of BIP: Digital Business: crossing national and disciplinary borders (Metaverse)
- Partner university, country: PXL University, Belgium
- Period: Summer Semester 2025
- Faculty and study program at TH Rosenheim: Faculty of Business Administration, International Management (M.A.)

## PREPARATION

I learned about the BIP through TH Rosenheim's International Office and my program coordinator. The application included a motivation letter, proof of enrollment, and confirmation of English language proficiency. Once selected, we received a course outline and schedule.

We attended 2 mandatory online sessions in April 2025 before traveling to Hasselt. I also prepared by researching the Metaverse and reviewing Go-to-Market strategy frameworks.

## ACCOMMODATION

During the BIP week, I stayed in an Airbnb apartment in Hasselt with four other students from the program. We found the place together on Airbnb while looking for something affordable and comfortable for a group. Here's the link to the apartment we stayed in:

https://www.airbnb.com/rooms/1273737264334912966.

The apartment was cozy, clean, and had everything we needed — a kitchen, enough beds, and a nice common area to hang out after classes. We paid €925 in total, which we split between the five of us, so it worked out really well financially.

The location was perfect too — it took us only about 10 minutes to walk to PXL University every day, which made getting to class super easy.

Instead of flying, we took a FlixBus from Munich to Hasselt, which was a smooth and budget-friendly option. From the bus station in Hasselt, we just walked to the apartment since it was close by.

## COURSES AT THE HOST UNIVERSITY

The course titled "Digital Business: crossing national and disciplinary borders" was held at PXL University, Belgium. It focused on developing a Go-to-Market strategy for a Metaverse-based service in interdisciplinary teams.

Workshops and coaching sessions included topics such as ideation using AI, storytelling, and avatar creation. The final exam was a team pitch in front of a jury.

We worked with students from Croatia and Belgium, combining business, marketing, and computer science perspectives. The course was interactive, intense, and rewarding.
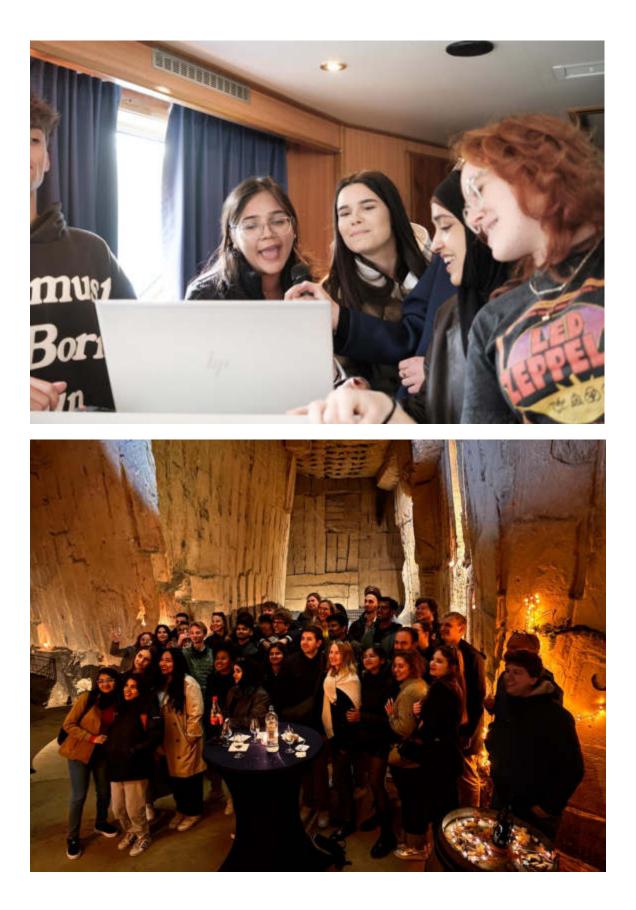
## EVERYDAY LIFE AND LEISURE

The BIP program wasn't just about academics — it also created a vibrant space for social and cultural exchange. Right from day one, we were welcomed with a campus tour that helped us get familiar with the PXL environment and settle in quickly. The atmosphere was relaxed and friendly, which made it easy to approach people and start conversations.

Throughout the week, we had a mix of planned activities and spontaneous hangouts. One of the highlights was the boat trip, where we worked on our group project while cruising along the water — a completely new and fun way to collaborate. We also enjoyed group lunches, a lively Start2DJ party, and a faculty dinner where we got to chat with professors outside the classroom setting.

The best part was connecting with students from all over Europe — from Belgium to Croatia and even from other parts of Germany. Many of us shared interests in topics like tech, travel, and even AI in business, so it was easy to bond. After class, we often explored Hasselt's cozy cafés, tried out different kinds of Belgian chocolate, and of course, indulged in authentic Belgian fries and waffles more times than I'd like to admit!

Some students took optional day trips to Brussels, which were easy to reach and offered a nice contrast to the small-town feel of Hasselt. Whether sightseeing, grabbing coffee, or just hanging out at the apartment, the week was filled with meaningful conversations, laughter, and cultural exchange.

## CONCLUSION

I wholeheartedly recommend this BIP to any student looking for an experience that goes beyond the classroom. It's the perfect mix of academic insight, hands-on practice, international teamwork, and cultural exchange — all packed into an exciting and inspiring week.

What I appreciated most was the chance to collaborate with students from different disciplines and countries, and to turn our ideas into a compelling business pitch for a Metaverse service. Presenting that pitch to a real jury was both challenging and incredibly rewarding.

The entire experience pushed me out of my comfort zone in the best way possible, and I walked away with new skills, new friends, and a fresh perspective on digital business and innovation.