

# FIELD REPORT ON BLENDED INTENSIVE PROGRAM

## DETAILS ON BIP

- BIP Innovate with AI: Business, Technology and Market Impact
- PXL University of Applied Sciences & Arts, Belgium
- Summer Semester 2025
- International Management (MA), Faculty of Business Administration



## PREPERATION

This Blended Intensive Program (BIP) was a part of my mandatory module, *International Strategic Management*, within my master's degree in international management at TH Rosenheim. The opportunity was first introduced to me by the International Office of TH Rosenheim, who provided detailed information about the program and guided me through the application process. Their support made it easy to understand the academic relevance and benefits of participating in such a cross-cultural and interdisciplinary initiative. I submitted my application along with the required documents and was accepted shortly thereafter.



## ACCOMMODATION

Accommodation and travel arrangements were organized independently by me and a few peers who were also participating in the BIP. Together, we found a suitable apartment near the host university using online platforms like Airbnb. This collaborative planning made the process smoother and more affordable. The apartment was within walking distance of the university, which was convenient and helped us feel more connected to the local environment. After arriving in Hasselt, we walked from the bus station to our accommodation. Taking care of these arrangements ourselves gave us more flexibility and a sense of responsibility, making the experience even more rewarding.



## COURSES AT THE HOST UNIVERSITY

The course, *Innovate with AI: Business, Technology, and Market Impact*, was hosted by PXL University of Applied Sciences and Arts in Hasselt, Belgium. It focused on the role of AI in business and content creation, blending theoretical sessions with hands-on, project-based learning. We worked in diverse international teams to develop AI-based business ideas and pitched them to a jury at the end of the week.

The instructional format was a mix of workshops, ideation sessions, and pitch preparation, with engaging support from the coordinators, Jan Castermans and Tom Hermans. As part of a team-building activity, we visited PXL's gaming zone, where we played AI-based games like FIFA and car simulators. It helped us get to know each other better in a relaxed setting. We also enjoyed classic Belgian fries during a casual social gathering, which added a cultural flavor to the experience.





## EVERYDAY LIFE AND LEISURE

Outside of class, there were plenty of opportunities to interact with students from other countries and disciplines. Team-building exercises, shared meals, and project collaboration created a great environment for networking and cultural exchange. We explored Hasselt and had the option of a city trip to Brussels. Walking through Belgian streets, enjoying local food, and spending time with peers made the experience memorable beyond academics. In addition, the organizers arranged a boat ride and a visit to a cave, which added even more adventure and excitement to our time there. These activities provided a perfect blend of relaxation and exploration, making the entire experience even more enriching.



## CONCLUSION

I would absolutely recommend this BIP to other students. It was well-organized, academically relevant, and socially enriching. Working with an international team on real-world AI applications gave me practical insights and broadened my global perspective. What I enjoyed most was the perfect balance of learning, collaboration, and cultural experiences—all packed into one intensive and inspiring week.

