



Erasmus+

**BALTIC INTERNATIONAL ACADEMY**

Erasmus code: LV RIGA28

# DIGITAL BUSINESS AND FINANCE: MANAGING FOR TOMORROW

**BLENDED INTENSIVE PROGRAMMES (BIP)**

**SUMMER SCHOOL IN RIGA 2024**

BIP number: 2023-1-LV01-KA131-HED-000130062

**Activities are free of charge for BIP participants**

\*participants should cover the cost of travel and accommodation

Our Summer School is designed for the motivated students who want to understand and critically analyse the digital transformation strategies in the fast and dynamically changing environment

9 OF JULY, ONLINE  
14-21 JULY IN RIGA

6 DAYS + 1 DAY ONLINE

3 ECTS

## MAIN TOPICS

Digital innovation

Data-driven marketing

Cybersecurity

Digital technologies as tools for building businesses

Data-intensive business

AI ethics

The course combines a theoretical and practical approach including interactive lectures, group assignments, company visits and meetings with IT industry experts

### The deadline to apply:

**10 May 2024**

in case of accommodation in Dodo 3\* hotel provided by our partner with discount

**31 May 2024**

in case of independent accommodation



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## BALTIC INTERNATIONAL ACADEMY

# CULTURAL PROGRAMME

- Guided tour of the Historical Center of Riga
- Sunset in Jurmala
- Nightly adventure - trip in Riga channel and Daugava river
- Visit the Science Centre AHHA (Tartu, Estonia, bus tour)



## COURSE FEE

	Summer School Programme	Optionally - Accommodation Dodo 3* hotel 7 nights with breakfast
BIP participants	no fee	210€ - 1 person in twin room 375 € - single room
Erasmus+ mobility participants (staff)	185 €	210€ - 1 person in twin room 375 € - single room

### Course Fee Includes

- Cultural Programme
- Coffee Breaks
- Lunches (5)
- 3 ECTS and a certificate of completion

Blended Intensive Programmes (BIPs) is a new format of Erasmus+ mobility.

Every BIP combines online teaching with a short period of physical mobility, where you can spend one week days at another university with students from across the CIVIS Alliance.

## [Registration link](#)



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