Blended Intensive Programme (BIP):
AI in Action: Students and Companies Co-Creating the Future
Dates: 15–19 September 2025 (on-site component)
Location: Faculty of Economics – Skopje, Ss. Cyril and Methodius University in Skopje, North Macedonia
Online component: Pre-programme introduction (beginning of September) and post-programme wrap-up (end of September)

1. Programme Description and Goals

The **AI in Action** summer school is designed as a **Blended Intensive Programme** combining online collaboration with a five-day physical mobility. It aims to bring together **students, academic staff, and SMEs** to explore practical applications of artificial intelligence (AI) in business and economics.

The goal is to provide students with hands-on experience in addressing real-world business challenges using AI tools and methods. The programme also aims to foster interdisciplinary collaboration, improve digital and entrepreneurial skills, and enhance cooperation between academia and industry in Europe and the Western Balkans.

2. Target Group

The programme is open to:

- Bachelor students (2nd, 3rd or 4th year)

Participants should have a strong interest in digital transformation, AI, and practical innovation in business contexts.

3. Learning Outcomes

By the end of the programme, students will be able to:

- Apply AI techniques (e.g., prompting, data analysis, tool development) to real business problems
- Collaborate in interdisciplinary and multicultural teams
- Communicate and present AI-based business solutions
- Understand current AI trends and their implications for SMEs

4. Programme Structure and Timeline

Online Component (preparatory phase, asynchronous – first week of September):

- Introduction to the programme and objectives
- Overview of AI in business and economics (video lectures)
- Instructions on forming working groups and accessing case materials from companies

- Short pre-test to assess knowledge

On-site Component (15–19 September 2025):

Day	Activities
Day 1	Welcome and opening speeches; Introduction to AI challenges and co-leadership
	Lecture: AI in strategic decision-making and case-based discussion
	Workshop: Prompt engineering strategies and hands-on exercises
Day 2	Lecture & workshop: AI for data analysis (models, tools, and business cases)
	Group work: Applying AI analysis tools on real datasets
Day 3	Lecture & workshop: AI for tool creation (designing and implementing AI tools for SMEs)
	Mentoring sessions with SMEs and professors
Day 4	Continued group work; Finalization of AI-based business solutions
	Pitch preparation with mentoring support
Day 5	Presentation of solutions in a final pitch session
	Panel discussion: “Digital Transformation and Business Futures”
	Closing and certificates

Post-programme Online Component (end of September):

- Group reflections (online forum)
- Submission of final individual reflections and learning diaries
- Post-test and feedback survey

5. Teaching and Learning Methods

- Interactive lectures
- Problem-based learning with real company challenges
- Team-based project development
- Mentoring sessions with professors and business representatives
- Peer-to-peer collaboration

6. Assessment and Recognition

- Active participation in all sessions (online and on-site)
- Group presentation of an AI-based solution to a company challenge
- Learning outcomes will be documented in a **Certificate of Participation**

7. Partners and Roles

- Ss Cyril and Methodius University in Skopje, Faculty of Economics-Skopje (host and main organizer)
- Faculty of Organization and Informatics, University of Zagreb, Croatia
- Hochschule Magdeburg-Stendal, Germany
- Local SMEs (providing case studies and participating in mentoring and evaluation)
- Visiting experts and lecturers.