

Come  
join us at  
the West  
Coast!

## Blended Intensive Programme

# Strategic Management

The course explores **strategic management and planning of businesses and networks** with a special emphasis on the tourism industry. Students will examine the central concepts, theories and tools of strategic planning and competitive strategy and will learn how strategies can be successfully applied in an increasingly volatile, uncertain, complex and ambiguous world.

The course consists of virtual and in-person components and includes lectures, videos, group work and presentations. The course is open to **Bachelor's students from business related degree programmes**.

Winter semester 2023/24 (28.09.2023 - 18.01.2024)  
Mobility phase 26.11.2023 - 01.12.2023  
Nomination/application deadline: 15.07.2023



### What is a BIP?

A Blended Intensive Programme is a course, module or programme that consists of two parts: a **long virtual course phase** and a **short mobility phase** during which the international participants get to meet and work together at the host institution. This is a great opportunity for students who cannot spend a whole semester abroad but still want to gain international experience!

### 1 week in Germany, 10 weeks online

The programme takes place during the **winter semester 2023/24** with the mobility phase at the end of November 2023. Your week with us will include intensive work, meeting all your classmates in person that you met online before and taking part in an excursion and evening activities. We'll help with the organisation of your trip.

All classes during the virtual phase will be **hybrid** but students can also take part in group works and self study phases for the theoretical input.

### 6 ECTS

You can gain 6 ECTS credits by taking part in our BIP. Please check with your programme coordinators at home whether the credits can be **recognised** and how many credits you need for full recognition.

### Funding and expenses

You won't have to pay any tuition fees for the BIP and if your institution is an Erasmus+ partner university of ours, you can possibly apply for **Erasmus+ funding** for the mobility phase. Please check with the Erasmus+ or International Office at your home institution whether funding is possible.

You'll need to pay for **accommodation** and **food** during your stay in Heide but you'll be able to cover those expenses with Erasmus+.

### How to take part in the BIP?

First, you need to be **nominated** by your home university. You'll then receive a link to our **application portal** for incoming students. You'll need proof of your enrolment at your home institution and a ToR for your application.



For more information, please  
contact

FH Westküste  
International Office

[international@fh-westkueste.de](mailto:international@fh-westkueste.de)

[https://en.fh-westkueste.de/en/  
international/](https://en.fh-westkueste.de/en/international/)