Title of BIP: The Future of Business Embracing Digital Transformation

Objectives and Description:

The BIP program offered by WUT aims to introduce students to digital transformation in business by understanding its relevance, engaging with the tools and technologies involved, and actively developing the skills required to thrive in a digitally driven world. Embracing digital transformation is no longer optional for business; it's essential for survival and growth. Companies that effectively integrate digital technologies into their operations will enhance efficiency and customer satisfaction, drive innovation, and open new business opportunities. The future of business lies in adapting to the digital era, leveraging technology to create more agile, responsive, and sustainable organisations.

At the end of the course, students will learn about the digital transformation and how they are positioning themselves at the forefront of the future workforce. Students can become key players in driving digital transformation in various sectors by engaging with emerging technologies, developing relevant skills, and staying informed about industry trends. Adopting a holistic approach that includes ethical considerations and sustainability will ensure they contribute positively to society as they navigate the digital landscape.

Methods and outcomes:

By embracing digital transformation in business, students enhance their technical skills and develop a mindset geared towards continuous learning, innovation, and leadership. The methods they employ to engage with this subject will directly influence their career outcomes, making them valuable assets in the modern workforce and enabling them to drive meaningful societal change. Additionally, by considering ethical and sustainable factors, they can contribute to technologies with a positive global impact. Overall, embracing digital transformation prepares students for a successful and impactful career in a rapidly evolving digital world.

Field of Education: Business and Administration (041)

Target audience / Participant profile:

Bachelor's and Master's students of all disciplines interested in how digital transformation will affect the business world.

No of ECTS issued: 3 ECTS

Language of instruction and requirements:

The English language will be used to communicate.

Dates for physical activity: May 25th – 29th, 2026

Location of physical activity: West University of Timisoara (WUT)

Dates for the virtual component: TBA

Virtual Component Description:

The virtual activities will be carried out autonomously by the students and will be based on studies on machine learning models and balance sheet analysis features, as well as Q&A sessions between participants

and group discussions on potential applications of their studies in real-life scenarios. The BIP coordinators will tutor them for this purpose. A meeting will first be organised to explain the course syllabus, its goals, and requirements.

Objectives:
- Educate students on how machine learning and AI can be applied to business processes, enhancing decision-making and efficiency.
- Foster a deep understanding of the diverse impacts of digital transformation across sectors.
- Encourage collaborative learning and application of theoretical knowledge to real-world scenarios.

Physical Component Description:

The physical component of the BIP program will take place at the West University of Timișoara (WUT) from May 25th to May 29th, 2026. During this period, students will engage in interactive, in-person activities designed to complement the virtual component and deepen their understanding of digital transformation in business. The activities will be structured to provide both theoretical knowledge and practical experience, enabling students to apply what they have learned in real-world scenarios. Each day will include a combination of lectures, hands-on workshops, case study analyses, and group discussions, all facilitated by expert instructors.

Objectives:
- Provide students with a solid foundation in business administration adapted to the digital context.
- Develop financial literacy and the ability to use digital tools for business analysis.
- Encourage critical thinking about the societal impacts of digital transformation.
- Assess learning outcomes and provide constructive feedback to enhance students' understanding.

Organising Board

Receiving/Host university:

Universitatea de Vest din Timișoara, Romania (Aura Domil, aura.domil@e-uvt.ro and Ana-Cristina Nicolescu cristina.nicolescu@e-uvt.ro)

Sending/Partner universities:

P1. Università degli Studi di Brescia, Italia (Laura Rocca, laura.rocca@unibs.it);

P2. Université Savoie Mont Blanc, France (Haina Ding, haina.ding@univ-smb.fr).

Detailed programme

1. **Planned activities during the virtual component:**

Online courses: TBA and Follow-up activity TBA - Introductions, collaborative work and exploratory lectures

Proposals:

Online lecture followed by a Q&A session - Introduction to Machine Learning and AI in Business

Interactive Workshop on Digital Tools for Business Analysis

Case study: The Impact of Digital Transformation on Different Sectors - group-based analysis of a case study related to a company's digital transformation journey.

2. **Planned activities during the physical component:**

1st day: May 25th, 2026

Opening of the course & Welcoming session

Introduction to business administration in the digital era (BADE) / first contact between participants

Theoretical milestones & Applied activity

Feedback activity

2nd day: May 26th, 2026

BADE warm-up

Case studies regarding BADE

Feedback activity

3rd day: May 27th, 2026

IC warm-up

Hands-on exercises analysing sample balance sheets

Feedback activity

4th day: May 28th, 2026

IC warm-up

Discussions and debates on the presented cases & ethical considerations, and sustainability challenges in digital transformation.

Feedback activity

5th day: May 29th, 2026

IC warm-up

General presentations: Practical milestones

Final overview & Final feedback

Application procedure

All candidates, students and master's are accepted in order of registration until the available places are filled, provided they are fluent in English.

Fill in the application form available here, which will *be generated later*.