

Erasmus+ Blended Intensive Programme

# Entrepreneurship through Sustainability Lens

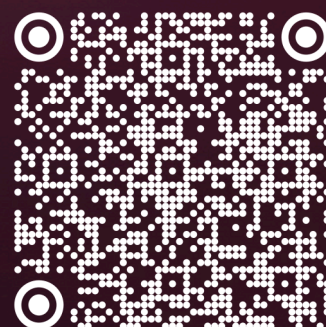


Join us for an exciting journey of learning, creativity and fun at USB this September!

**September 8 — 12, 2025**

Faculty of Economics University of South  
Bohemia in České Budějovice, Czech Republic

**BIP2025@ef.jcu.cz**



Co-funded by  
the European Union



Ekonomická  
fakulta  
Faculty  
of Economics

Jihočeská univerzita  
v Českých Budějovicích  
University of South Bohemia  
in České Budějovice

# **BIP – Entrepreneurship through Sustainability Lens**

Faculty of Economics University of South Bohemia in České Budějovice

## **Virtual part**

Monday – 01-09-2025

Virtual component

## **Physical part in České Budějovice**

Monday – 08-09-2025

Design Thinking

Tuesday – 09-09-2025

Unlocking Marketing from Basics to Strategy

AI in Marketing

Wednesday – 10-09-2025

Power and Arts of Words

Does design really matter?

Thursday – 11-09-2025

Bouda Burgers – from a Student Project to a Successful Franchise

Examples of Good Practice – Brewery in Český Krumlov UNESCO World  
Heritage Site

Friday – 12-09-2025

Presentations of Final Works



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