



# International Strategy Challenge:

## Building Competitive and Sustainable Regions

at Faculty of Economics and Business in Osijek

### VIRTUAL PART OF THE PROGRAMME

25/9/2026

### PHYSICAL PART OF THE PROGRAMME

12 - 16 OCTOBER 2026

### WHERE

## FACULTY OF ECONOMICS AND BUSINESS

Ljudevit Gaj Square 7 | 31000 Osijek

This Erasmus+ Blended Intensive Programme brings together students from business, management, marketing, finance, accounting, supply chain and related disciplines to explore real-world development and value-creation challenges in Osijek and Osijek-Baranja County.

Working in international and interdisciplinary teams, students will analyse the region's economic, social and institutional environment and develop practical strategies for competitiveness, destination branding, talent attraction, sustainability and quality of life.

Through field research, stakeholder engagement, benchmarking and hands-on projects, students will explore how business, innovation, leadership and effective governance can support regional development. Osijek and its surroundings will serve as a living laboratory for exploring urban spaces, mobility, culture, natural assets, local identity and community engagement.

METHODS

**Interactive workshops** - Interactive sessions combining short theoretical inputs with problem-solving tasks and discussion.

**Case studies** - Analysis of case studies from Osijek and Osijek-Baranja County, analysis of case studies from the regions of partner Universities.

**Collaborative activities** - Small-group tasks focused on the exact research project.

**Ice-breakers and warm-ups** - Introductory activities supporting participant networking, team formation, and communication in an international learning environment.

**Individual and group presentations** - Individual and group presentations of project progress and final project results.

**Mentorship and feedback** - Ongoing guidance from instructors during workshops, project work, and final presentations.

**Multimedia integration** - Use of slides, visual examples, illustrations, and digital tools to support learning.

ASSESSMENT

**Participation and engagement** - Active attendance and constructive contribution during the virtual component, workshops, discussions, and company visit.

**Instructor’s feedback** - Formative feedback provided throughout the course on tasks, workshop performance, and project development.

**Final presentation** - Final group presentation of the project developed during the programme.

LEARNING OUTCOMES:

- Analyse regional and organisational challenges using business and management frameworks.
- Apply stakeholder analysis, and collaborative leadership approaches in multi-actor environments.
- Develop recommendations that support innovation, and long-term value creation.
- Work effectively in international and interdisciplinary teams.
- Communicate strategic proposals to both academic and professional audiences.

COURSE CONTENT - PHYSICAL COMPONENT

OSIJEK, EFOS, 12 – 16 OCTOBER 2026

|                               |                                                                                                                          |                                                                                                                                                                                                                                                                                        |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>DAY 1</b><br><b>12.10.</b> | <b>09:30 – 10:15</b><br><br><b>10:20 – 11:45</b><br><b>12:00 – 13:00</b><br><b>13:00 – 15:00</b><br><b>15:00 – 17:00</b> | <ul style="list-style-type: none"><li>• Welcome, Introduction of the Faculty of Economics and Business in Osijek</li><li>• Introductory lecture, Instructions for student assignments</li><li>• Lunch break</li><li>• Group work</li><li>• Guided tour of the city of Osijek</li></ul> |
| <b>DAY 2</b><br><b>13.10.</b> | <b>09:00 – 12:00</b><br><b>12:00 – 13:00</b><br><b>13:00 – 14:30</b><br><b>16:40 – 17:25</b>                             | <ul style="list-style-type: none"><li>• Lectures and case study discussions + group work</li><li>• Lunch break</li><li>• Group work</li><li>• EFOS sport class</li></ul>                                                                                                               |
| <b>DAY 3</b><br><b>14.10.</b> | <b>09:00 – 10:45</b><br><b>10:45 – 12:00</b><br><b>12:00 – 13:00</b><br><b>13:00 – 16:00</b>                             | <ul style="list-style-type: none"><li>• Lectures and case study discussions + group work</li><li>• Food market</li><li>• Lunch break at STUC</li><li>• Group work / Company visit</li></ul>                                                                                            |
| <b>DAY 4</b><br><b>15.10.</b> | <b>10:30 – 12:30</b><br><b>12:30 – 13:30</b><br><b>13:30 – 16:30</b><br><b>16:30 – 18:00</b>                             | <ul style="list-style-type: none"><li>• “Let’s walk together” (blindfold walk)</li><li>• Lunch break</li><li>• Group work with mentorship</li><li>• Pizza</li></ul>                                                                                                                    |
| <b>DAY 5</b><br><b>16.10.</b> | <b>09:30 – 11:30</b><br><b>12:00 – 13:00</b>                                                                             | <ul style="list-style-type: none"><li>• Student project presentations and closure</li><li>• Lunch</li></ul>                                                                                                                                                                            |



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Regions

## APPLICATION PROCESS

### CONTACT PERSONS

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## COORDINATOR FOR INTERNATIONAL STUDENTS:

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