INTERNATIONAL HELLENIC UNIVERSITY

Blended Intensive Program (BIP):

"Service Design, Digital Transformation and Business Model Innovation"

16-20 March 2026

International Hellenic University

Serres Campus, Serres, Greece

BIP Contract No	**2024-1-EL01-KA131-HED-000210482-3**
Location	Serres, Greece Google maps link
Language	English – Intermediate English proficiency (B2 level) is required.
Period	Academic year 2025-2026, Spring semester.
Type/ Duration	March 2026 – Online Activity Before & After, Physical Activity • Online Activity (Before): 3-4 March 2026 • Physical Activity: 16-20 March 2026 • Online Activity (After): 26 March 2026
Registration period	Till 18 January 2026, through EWP Dashboard
ISCED code	The proposed program is interdisciplinary. Its primary academic field is Business Administration/Management (0413). Partially related fields also include Services (10) and Software & Applications Development and Analysis (0613).
ECTS	Students receive 3 ECTS credits upon successful completion. Automatic recognition across all participating institutions per Erasmus+ guidelines.
Participating Universities	>= 3
Participating persons	>= 5 from each participating University
Description	The program focuses on the intersection of three critical thematic areas: a) **service design** as a methodology for developing solutions centered around the user/client and, more broadly, the human experience; b) **digital transformation** as a strategic business choice for integrating new technologies with the aim of improving efficiency and competitiveness; c) **business model innovation** as a mechanism for enterprise growth,

	adaptation to market and technological trends, and entrepreneurial evolution and innovation. This combination of topics reflects the growing need for professionals who can design human-centered services while leveraging digital technologies and creating new business models and innovative value propositions. During the program, students will apply theoretical knowledge to develop practical service solutions based on real-world challenges. These solutions will integrate the principles of service design with the opportunities and capabilities of digital transformation and business model innovation. The program addresses the following priorities outlined in the Erasmus+ policy framework: *a) Innovation and Entrepreneurship:* The program supports the EU priority of fostering innovation by combining service design with business model innovation, which has emerged as a key driver of business transformation today. *b) Development of Digital Skills:* It aligns with the EU's strategic priority to enhance digital competencies, as described in the European Digital Competence Framework. *c) Transversal Skills:* The program promotes the development of transversal skills, including critical thinking, creative thinking, problem-solving, collaboration, and language proficiency. *d) Intercultural Communication Competence:* The program aims to expose students to diverse perspectives, knowledge, teaching methods, and research approaches, supporting the development of intercultural competencies such as behavioral flexibility, respect for diversity, and collaboration with individuals from different countries and ethnic backgrounds.
Methods	*a) Development of Design Thinking:* Design Thinking is the primary methodology for service design. It is based on a human-centered approach that includes problem definition, identification of needs, idea generation, prototyping, and testing. This methodology emphasizes empathy toward the customer's needs and aspirations, promoting a customer-centric mindset. *b) Collaborative Learning:* Students will form international project teams consisting of 5–6 members to foster rich interactions within the group and develop collective problem-solving skills. *c) Blended Learning Methods:* This refers to the combination of various teaching and learning approaches, such as: • *Lectures* (during the virtual mobility phase and on selected mornings during the physical mobility period). • *Workshops and team collaboration* (afternoon sessions during the physical mobility phase focused on designing a service). • *Project presentation* (at the end of the physical mobility phase to showcase the designed service). • *Project documentation and self-assessment* (during the virtual mobility phase after project completion).
Learning outcomes	Upon successful completion, students will be able to:

	• Analyze complex service ecosystems using systems thinking and service design principles. • Apply human-centered design methodologies to identify user needs. • Design service delivery systems and processes that support users in achieving their goals by applying the phases of problem definition, needs identification, idea generation, and prototyping. • Apply service design methods to transform business processes and business models through the use of new technologies. • Create innovative value propositions based on the delivery of novel services and the reconfiguration of business models. • Demonstrate proficiency in collaborative project management and cross-cultural team dynamics. • Synthesize interdisciplinary knowledge to propose viable solutions for contemporary business challenges.
Target Audience	The program is addressed to: • Senior undergraduate and postgraduate students in disciplines such as Business Administration, Information Systems, Design, Engineering, and other related fields. • Students of other disciplines with prior exposure to business fundamentals and digital technologies.
Assessment	Assessment includes collaborative work evaluation (40%), final presentation (40%) and individual reflection portfolio (20%).
Further information	For any information, please send contact by e-mail: • Gary Fragidis, academic coordinator, e-mail: Gary.Fragidis@ihu.gr • Vasso Hounou, administrative coordinator, e-mail: Vhounou@ihu.gr