Docente proponente e referente **Cognome, Nome** **Email**	Prof. Federico Montanari federico.montanari@unimore.it
Personale tecnico amministrativo di supporto	Antonella Epifanio antonella.epifanio@unimore.it
Dipartimento	Dipartimento di Comunicazione ed Economia
Corso/i di Studio ammessi a partecipare	LT, LM Tutti i corsi di laurea triennale e magistrale del Dipartimento di Comunicazione ed Economia
Titolo del BIP	*Unlocking the Real Value of AI and Big Data Analytics in Business*
Atenei che prendono parte al programma	Varna University of Management
BIP ID	*Verrà fornito successivamente*
Numero di posti disponibili per gli studenti UNIMORE	3
Periodo di svolgimento mobilità fisica - attività in presenza: data inizio e data fine	8 – 12 June 2026
Mobilità fisica - attività in presenza: **durata:**	5
Periodo di svolgimento componente virtuale – tempistiche rispetto alla componente fisica.	Dopo la parte fisica
Componente virtuale - durata:	8 hours
Componente virtuale - date e descrizione:	29 June – 3 July 2026.
Paese in cui si svolgerà il BIP - mobilità in presenza	Bulgaria
Città di svolgimento del BIP	Albena resort (approx. 30 km north of Varna)
Lingua di svolgimento e requisiti linguistici:	Inglese B1 (dimostrabile attraverso la carriera dello studente, eventuali certificazioni) La documentazione non presente in carriera deve essere allegata alla candidatura
Tipologia di attività didattica prevista	Lezioni, seminari, laboratori e visite guidate
Numero di crediti ECTS previsti dal BIP (minimo 3)	3

Numero di crediti ECTS che verranno riconosciuti	3 CFU come attività a libera scelta
Descrizione del programma sia per le attività in presenza che per quelle on-line.	This is targeted at university students at all levels of higher education in the field of Social Sciences or Computer Sciences who are keen and motivated to delve into the complexities of artificial intelligence (AI), big data analytics, business intelligence/data warehousing, data mining, online analytical process (OLAP) encompassing areas such as data interpretation, application of analytics and data science in business functions, marketing analytics, human resource management, and the implications of data use in various contexts. This course targets individuals eager to develop their expertise in handling, analysing, and applying AI and data-driven strategies in diverse professional fields. **Learning outcomes of the BIP** Upon completion of the module students will be able to: ● Demonstrate good understanding of getting real value from AI in analytics. ● Show good understanding how big data and AI work together. ● Display advanced understanding in leveraging diverse data sources and analytical techniques for informed decision-making across various sectors. ● Demonstrate sound knowledge of big data life cycle, online transaction processing (OLTP), online analytical processing, business intelligence/data warehousing, data mining, application of data science in financial analysis, and human resource management. ● Demonstrate skills in data handling and statistical evaluations. ● Analyse and discern the effectiveness and limitations of different data analytics methods. ● Apply Marketing Analytics and demonstrate the modern marketing mindset. ● Communicate complex data-driven decisions and their implications effectively to a wide range of audiences. https://erasmusplus.vum.bg/blended-intensive-programmes/unlocking-the-real-value-of-ai-and-big-data-analytics-in-business/

Presenza docente accompagnatore:	*No*
Commissione di selezione/ Docente Referente	Federico Montanari Giulia Conti Antonella Epifanio
Criteri di selezione	Verranno valutati: • Carriera accademica (media dei voti conseguiti; numero di esami svolti): max 14 punti • Lettera motivazionale: max 10 punti Non è previsto un colloquio

Documenti obbligatori richiesti da allegare in candidatura su Esse3:

● *carriera accademica da Esse3/autocertificazione*
● *lettera motivazionale*
● *eventuali certificati posseduti.*

Eventuali ulteriori requisiti *NO*

Eventuali ulteriori informazioni *NO*

VARNA
UNIVERSITY OF
MANAGEMENT

Home   Erasmus+ ⌄   Student Mobility ⌄   Staff Mobility ⌄   BIPs ⌄   VUM Partners ⌄   Connect ⌄   Join ⌄

Unlocking the Real Value of AI and Big Data Analytics in Business

Unlocking the Real Value of AI and Big Data Analytics in Business

Erasmus+ Blended Intensive Programme hosted by Varna University of Management, Bulgaria

Academic year 2025/2026

Objectives of the Erasmus+ Blended Intensive Programme (BIP)

This is targeted at university students at all levels of higher education in the field of Social Sciences or Computer Sciences who are keen and motivated to delve into the complexities of artificial inteligence (AI), big data analytics, business intelligence/data warehousing, data mining, online analytical process (OLAP) encompassing areas such as data interpretation, application of analytics and data science in business functions, marketing analytics, human resource management, and the implications of data use in various contexts. This course targets individuals eager to develop their expertise in handling, analysing, and applying AI and data-driven strategies in diverse professional fields.

Learning outcomes of the BIP

Upon completion of the module students will be able to:

- Demonstrate good understanding of getting real value from AI in analytics.
- Show good understanding how big data and AI work together.
- Display advanced understanding in leveraging diverse data sources and analytical techniques for informed decision-making across various sectors.
- Demonstrate sound knowledge of big data life cycle, online transaction processing (OLTP), online analytical processing, business intelligence/data warehousing, data mining, application of data science in financial analysis, and human resource management.
- Demonstrate skills in data handling and statistical evaluations.
- Analyse and discern the effectiveness and limitations of different data analytics methods.

- Apply Marketing Analytics and demonstrate the modern marketing mindset.
- Communicate complex data-driven decisions and their implications effectively to a wide range of audiences.

Indicative content

- Business intelligence/data warehousing
- Big data analytics – overview
- Data lake, data mart, data warehousing
- Data mining – concept, features
- Big data life cycle
- Big data visualisation
- OLTP
- Main methodologies that incorporate the development of a data warehouse
- OLAP
- Understanding machine learning and AI
- AI and analytics
- How big data and AI wotk together – relationship beween AI and big data
- Data science and the financial analysis
- Data science and human resource management – data-driven human resource management
- Modern marketing analytics and digital marketing.

Tentative timeframe

Physical component: 5 days in the period of 8 – 12 June 2026

Virtual component: 8 contact hours delivered in the period of 29 June – 3 July 2026.

Venue: Albena resort (approx. 30 km north of Varna)

Number of ECTS: 3

Profile of BIP participants

Students from EU Member States and third countries associated to the Erasmus+ Programme, who are enrolled in programmes in the field of Social Sciences, incl. Economics, Business Administration, Finance, Marketing, Human Resource Management, or Computer Sciences and IT.

Eligibility of students

- Be registered as full-time students of any of VUM's current or potential new partner universities located in the EU, Norway, or Turkey.
- Have applied for and obtained approval for participation in an Erasmus+ short-term mobility granted by their home institution
- Have English language proficiency corresponding to at least level B1.

Minimum BIP requirements

Number of student BIP participants: min.15 students from sending institutions.

Application process

- BIP student participants must apply for an Erasmus+ KA131 BIP grant for short-term mobility at their home institution (please contact the International Relations Office of your University).
- The home institution nominates their student participant(s) – home institutions are encouraged to initiate an internal call.
- Students interested in the BIP are encouraged to establish contact with VUM International Mobility Team (erasmus@vum.bg) for any questions, support or invitation letters, needed for applying for the grant at the home institution.
- Deadline for nominations of students by their home institution to VUM: **31 March 2026**
- Nominations are to be emailed to erasmus@vum.bg.

Erasmus+ grant for BIP participants to VUM

Basic subsistence costs: 79 EUR per day x 7 days (5 days on the spot + 2 days for travel) = 553 EUR

Possible top-ups: travel costs support, incl. green travel; inclusion top-up, if applicable.

Costs for travel, accommodation, and subsistence are covered by the Erasmus+ participants through their Erasmus+ grant.

Choose Your Mobility Option

Choose Now

VUM | Erasmus Plus

The Erasmus+ programme provides the invaluable opportunity to students all over the world to obtain theoretical and practical knowledge abroad. Experience like this helps students broaden their horizons and gives them the opportunity to explore different countries and cultures.

Quick Links

- Home
- Erasmus+ Programme
- Student Mobility
- Staff Mobility
- VUM Partners
- Connect
- Blog
- Events

International Cooperation Department

13A, Oborishte str.

9000 Varna

Bulgaria

Email: erasmus@vum.bg

Telephone: +359 52 300 680

Web design: DesignMyWeb