



# Institute of Technology and Business in České Budějovice

WELCOMES YOU TO THE  
BUDWEIS BIP

13 – 17 APRIL 2026

# Budweis BIP 2026

## CONTACTS

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- **Welcome to České Budějovice**
- The Budweis Blended Intensive Programme is coming soon! We're already making great progress and have lots of exciting things in store. This brochure gives you a sneak peek of what you can expect from this week!

- ▶ **České Budějovice, your hosting city**
- ▶ History at every turn, regional gastronomy and excellent beer. This is České Budějovice! A city with more than 750 years of tradition, with many impressive monuments and breathtaking surrounding nature. You'll love it here!



# Budweis BIP 2026

- **The case of BIP**

*The spring BIP organised by the Department of Marketing and Tourism at the Institute of Technology and Business in České Budějovice (VŠTE) will focus on modern trends in retail and their practical application.*

*A key element of the programme will be a newly established 24/7 self-service grocery store located on the VŠTE campus, offering students a unique opportunity to work on real-life projects related to this retail concept. International student teams will work on assortment optimisation, the design of marketing communication, and the identification of ways to enhance customer engagement.*

*The programme aims to support the development of students' practical competencies in the field of modern retail trends.*

- **Blended Intensive Programme**

- *During blended intensive programs, groups of students will undertake a short-term physical mobility abroad combined with a compulsory virtual component facilitating collaborative online learning exchange and teamwork. The program will consist of face-to-face meeting at ITB in České Budějovice (Czech Republic).*