



BIP - Understanding (Y)our World

Explore the geopolitical, economic, and cultural forces shaping today's world.

"Understanding (Y)our World" is an intensive, interdisciplinary programme where students work with experts to analyse how key global regions influence international business, society, and politics.

Participants will experience:

- Expert-led lectures
- A central case/ societal challenge to be solved for a leading Brainport organization
- Interactive group work with international peers
- Learning with a challenge based approach

Location: [Fontys Rachelsmolen Campus, Eindhoven, Netherlands](#)

FINANCING

What's Included

- Full participation in all programme activities
- Guest lectures & workshops
- Selected lunches and dinners
- Social activities (e.g. city experiences, networking events)

Not Included

- Travel to/from Eindhoven
- Accommodation
- Personal expenses

Good news: There is no participation fee for students.

PROGRAMME (JANUARY 18 - 22, 2027)

Monday, January 18 – Understanding the USA
Global economic power, politics, trade, and cultural influence

Tuesday, January 19 – Understanding Asia
Manufacturing dominance, innovation, Belt & Road, consumer markets

Wednesday, January 20 – Understanding Africa
Emerging markets, resources, cultural influence, political transformation

Thursday, January 21 – Understanding the Middle East
Post-oil economies, energy transition, global finance, social change

Friday, January 22 – Wrap-up & Social Activities
Final presentations & programme conclusion

Online Preparation:

3 online sessions in early January 2027 prior to the BIP

Extras:

- PSV Stadium Tour
- Social Events & Networking

Additional Information:

- Credits: 3 ECTS
- Interdisciplinary & team-based learning
- International classroom experience

APPLY/ CONTACT

Limited spots available. Partner universities may send 5 - 10 students and must confirm participation before the 1st of December 2026. We welcome accompanying university staff.

Contact person: Richard Boon (Programme Coordinator) Lonneke Hoefeijzers (For Enrollment)
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