

Blended Intensive Programme Erasmus+

2025/2026 template

Burgaski Svoboden Universitet

Invitation to a Blended Intensive Programme Erasmus+

Total duration: 28 May 2026 – 07 July 2026

Physical activity: 22 June 2026 – 26 June 2026

Burgaski Svoboden Universitet

Burgas, Bulgaria

Title of the blended intensive programme*	M.A.P.S.: Media, AI, Psychology and Skills for the Digital Learner
Main teaching/training language*	English
Physical Mobility host organisation*	Burgaski Svoboden Universitet (BG BOURGAS01)
Priorities Addressed*	Participation in democratic life Digital transformation Inclusion and diversity Other - Development of digital and critical thinking skills; Understanding the impact of media and AI on learning behaviour
Subject/Topic of the blended intensive programme *	Media, Artificial Intelligence and Psychology in Digital Learning Environments
Type of Participants (Learners) *	Students

	Staff
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Objectives and Description*	<p>Learning in the digital age is increasingly shaped by media platforms such as YouTube and TikTok, as well as by the rapid advancement of artificial intelligence. These environments influence how individuals process information, maintain attention and develop knowledge and skills.</p> <p>The Blended Intensive Programme M.A.P.S. explores the intersection between media, AI, Psychology and education, focusing on how learning behaviours are evolving in digital contexts. It integrates perspectives from pedagogy and psychology to better understand and respond to these transformations.</p>
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Methods and outcomes*	<p><u>Training Approaches</u></p> <ul style="list-style-type: none"> - Online learning - Face-to-face intensive training <p><u>Teaching Methods</u></p> <p>I. <u>Theoretical Methods</u></p> <ul style="list-style-type: none"> ✓ Lectures ✓ Seminars ✓ Analytical discussions <p>II. <u>Applied and Interactive Methods</u></p> <ul style="list-style-type: none"> ✓ Case study analysis ✓ Interactive workshops ✓ Psychological and reflective exercises ✓ Simulations <p>III. <u>Digital and Project-Based Learning</u></p> <ul style="list-style-type: none"> ✓ Activities in a virtual learning environment ✓ Project-based teamwork in international groups <p><u>Expected Learning Outcomes</u></p> <p>Upon successful completion of the programme, participants will be able to:</p> <ul style="list-style-type: none"> - Explain how media and AI influence the learning processes.
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	<ul style="list-style-type: none"> - Analyse psychological aspects of attention, motivation and information processing in digital environments. - Evaluate the role of digital platforms in shaping learning behaviours. - Apply critical thinking when engaging with digital content. - Design learner-centred digital learning experiences. - Reflect on their own learning strategies and digital habits. <p>By the end of the programme, participants will have developed interdisciplinary knowledge combining education, psychology, and digital technologies, alongside practical skills for navigating modern learning environments.</p>
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Field of Education*	<ul style="list-style-type: none"> - 0 - 0 - 0 - 0410 Business and Administration
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Level of Study*	<p>EQF Level 6</p> <p>EQF Level 7</p> <p>EQF Level 8</p>
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Physical start date*	22 June 2026
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Physical end date*	26 June 2026
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Physical Activity Duration (days)*	days
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Virtual Component Timing*	Before and after
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Virtual Component Duration*	<p>3 online meetings</p> <ol style="list-style-type: none"> 1. 1st Online Meeting – 28 May 2026 (17:00–19:00) 2. 2nd Online Meeting – 15 June 2026 (17:00–19:00) 3. 3rd Online Meeting – 07 July 2026 (17:00–19:00)
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Virtual Component Description*	<p>The virtual component of the BIP “M.A.P.S.: Media, AI, Psychology and Skills for the Digital Learner” prepares participants for the intensive face-to-face phase and extends learning beyond it.</p> <p>During the online sessions, participants will:</p> <ul style="list-style-type: none"> - explore key concepts related to digital learning, media influence, and AI; - discuss psychological aspects of attention and motivation; - analyse current trends in digital education; - begin developing project ideas in international teams; - reflect on their own learning behaviours and digital habits. <p>The final online session (after the physical mobility) will focus on:</p> <ul style="list-style-type: none"> - reflection and evaluation; - presentation of final outcomes; - discussion of future collaboration.
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Country of Venue*	Bulgaria
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City of venue*	Burgas
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Number of ECTS Credits Awarded	5
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Number of Participants*	15
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Number of countries of the Participants	3
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Number of Teachers/Trainers delivering the Programme	5
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Number of HEIs in the Partnership	3
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<p>Participating institutions</p> <p>* Role of each partner in the project Sending/receiving institution.</p> <p>The role "Coordinator" can be attributed only once per Blended Intensive Programme and it is mandatory.</p> <p>There must be at least 2 Organisations added with the value "Partner" in "Partnership Role".</p> <p>There must be at least 2 Organisations added with the value "Sending HEI/Organisation" in "Mobility role".</p> <p>The role "Receiving HEI" can be attributed only once per Blended Intensive Programme and it is mandatory.</p>	<p>Official Name of the Organization, Programme Country and OID:</p>
Coordinating organisation	Burgas Free University (BG BOURGAS01), Burgas, Bulgaria
Partner institution 1	Sending institution:
Partner institution 2	Sending institution:
Partner institution 3	Sending institution:

PHYSICAL MOBILITY PROGRAMME 22-26 June 2026, Burgas

M.A.P.S.: Media, AI, Psychology and Skills for the Digital Learner *“The Digital Learning Expedition: From Explorer to Creator”*

DAY 1

The Portal: Entering the Digital Learning Universe

Official opening and welcome

Ice-breaking and team-building activities: *“Create Your Explorer Identity”*

Interactive Opening Session:

“Learning in the Digital Age: Media and AI – Unlocking the System” (2 hours)

Lecture combined with embedded questions, mini-challenges, and live polling

Analytical Challenge Session:

“The Attention Puzzle: Can You Stay Focused?” (2 hours)

Guided discussion with problem-solving tasks related to digital distraction and cognition

Team Showcase Session (pre-assigned during online phase):

“Meet the Minds Behind the Mission” (1 hour)

Creative team presentations (identity, concept, initial ideas developed online)

Mission Launch:

“Define the Digital Learner” (3 hours)

Team-based work with scenario analysis and problem identification

Mentoring session: *“Prepare for the First Breakthrough”* (1 hour)

DAY 2

The Mind Lab: Cracking the Code of Human Attention

Interactive Workshop:

“Hack Your Brain: Attention, Motivation and Digital Behaviour” (2 hours)

Applied Investigation:

“The Case of the Distracted Learner” (2 hours)

Case-based analysis in the format of a problem-solving mission

Team Challenge:

“Present Your Findings: Insight Under Pressure” (2 hours)

Structured presentations with peer and expert feedback

Recognition Session:

“Breakthrough Ideas Awards” (1 hour)

DAY 3

The Media Maze: Learning Through Platforms

Interactive Lecture:

“Media Platforms as Invisible Teachers” (2 hours)

Creative Workshop:

“Build a Viral Learning Experience” (3 hours)

Design of microlearning content inspired by TikTok/YouTube

Applied Teamwork:

“Step Into the Learner’s Mind” (2 hours)

Development of learner personas and behaviour mapping

Daily Challenge Outcome: unlocking next stage – *AI Dimension*

DAY 4

The AI Dimension: Intelligence, Learning and the Future

Hands-on Workshop:

“AI in Action: Tools for the Digital Classroom” (2 hours)

Expert Session:

“Human vs AI: Who Learns Better?” (3 hours)

Lecture, debate, and interactive simulation

Innovation Lab:

“Design the Future of Learning” (2 hours)

Development of digital learning solutions in teams

Mentoring: *Final mission preparation*

DAY 5

The Final Quest: Becoming a Digital Learning Architect

Final Team Presentations:

“Your Learning Universe: Solutions for the Digital Age” (2 hours)

Reflection Session:

“From Learner to Designer: What Changed?” (2 hours)

Evaluation and Discussion:

Programme feedback and knowledge integration

Closing Ceremony:

Certificates and future collaboration