

Teo Neparidze
Leipzig University of Applied Sciences, Germany

From May 25–29, Teo Neparidze, Assistant Professor at the Caucasus School of Business, participated in an Erasmus+ academic mobility program at Leipzig University of Applied Sciences, Germany.

During the visit, Teo Neparidze delivered lectures to students of the Bachelor's Program in International Management using a blended teaching approach. The lectures introduced strategic management tools, including the Blue Ocean Strategy, and focused on strengthening students' understanding of strategic communication functions. He also presented examples of strategic innovations implemented by Georgian companies.

As a result of the visit, discussions were held regarding potential cooperation in the development of LMS-based courses for prospective international students at Leipzig University of Applied Sciences.

The mobility was hosted by Professor Ditlind Unger, who actively supported the organization of the lectures and academic activities. The strong interest and active participation demonstrated by the students of the International Management Bachelor's Program were particularly noteworthy, contributing to engaging and productive discussions throughout the lecture sessions.