

**FACT SHEET BIP**

<b>Name institution</b>	FH Dortmund University of Applied Sciences and Arts
<b>Title / Name BIP</b> (Enter the official name of the BIP)	GenAI meets reality - Generating benefits by IT-driven solutions
<b>Abstract</b> (Brief summary of the activity – what it is about in 3–5 lines)	Artificial Intelligence (AI) is changing the world, revolutionizing industry and is a key component of digital transformation. Generative Artificial Intelligence (GenAI) aims to create new and coherent texts, images, videos or other forms of data from the information available to it. The main target group are students in STEM bachelor's degree programs, especially those with a strong focus on IT topics.
<b>Goal</b> (What is the main objective or purpose?)	Participants work on problems and tasks of companies and social institutions. Various application scenarios are covered, e.g. in the areas of sales, marketing, customer service, medicine and IT.
<b>Topics covered</b> (List the key themes or subject areas that will be addressed)	<ul style="list-style-type: none"> <li>- Generative Artificial Intelligence</li> <li>- Large Language Models</li> <li>- Applications in business and medicine</li> </ul>
<b>Expected outcome(s)</b> (What should students gain or achieve by the end?)	Participants gain area-specific knowledge on Generative artificial intelligence and Large Language Models. They acquire problem-solving and project management skills and learn to work in international teams with new methods of artificial intelligence.
<b>Start and end date of the BIP</b>	23-27 March 2026
<b>Content of virtual component</b> (Describe any online or hybrid elements – e.g., webinars, online modules, collaborative tools)	The online activities focus on the formation of student teams and the initial acquisition of basic knowledge.
<b>Start and end date of the virtual component</b>	To be determined
<b>Maximum number of students</b> (Total number of participants allowed)	25
<b>Maximum number per university</b> (Limit per institution, if applicable)	5-7
<b>Webpage</b>	Coming soon
<b>BIP ID</b> (If already available)	