HARBOR

Human and AI Reasoning for Building Operational Resilience

SVEUČILIŠTE U DUBROVNIKU
EKONOMSKI FAKULTET
UNIVERSITY OF DUBROVNIK
FACULTY OF ECONOMICS
AND BUSINESS

Blended Intensive Programme

BIP: HARBOR

Human and AI *Reasoning* for Building Operational Resilience

Decision-making at the intersection of people, technology, and organizations

Combined concept and participant guide Programme rationale, learning structure, and practical participation information in one document.

At a Glance

Programme window	10 June – 4 July
On-site week	28 June – 4 July (Dubrovnik)
Format	Blended: online sessions + on-site workshops + independent work
Credits	5 ECTS (final recognition by home institution)
BIP ID	2025-1-HR01-KA131-HED-000324999-5

Overview

This Blended Intensive Programme (BIP) examines decision-making at the intersection of people, technology, and organizations. The programme combines complementary perspectives from AI for business strategy and applied solutions, behavioural finance and collective judgment, human-computer interaction through accessible gamified interface design, and neuroscience-informed understanding of how decisions are formed.

Through case-based and practical activities, participants learn when to rely on algorithmic support, when human judgment is essential, and how to build accountable human-AI collaboration in real business contexts.

Partner Institutions

- University of Dubrovnik, Croatia (host)
- University of Sassari, Italy
- Matej Bel University, Slovakia

The programme is integrated into SBA (sba.net.efzg.hr), the annual summer school organized by the University of Dubrovnik and University of Zagreb.

Core Learning Focus

- **AI for Business: Strategy, Tools & Applied Solutions**
  (Krunoslav Žubrinić & Martin Kuzman) - 8 hours in person, 2 online
- **Global Perspectives on Work in the Digital Age**
  (Marija Bečić, Nikolina Hazdovac Bajić, Perica Vojinić & Rastislav Kazansky) - 8 hours in person, 2 online
- **Behavioural Finance: How Do Humans Decide Individually and Collectively?**
  (Mariachiara Tedde, Meri Šuman Tolić) - 6 hours in person, 1 online
- **Human-Computer Interaction: Accessible Gamified Interface Design with AI Support**
  (Mihaela Kristić & Ana Kešelj Dilberović) - 6 hours in person, 1 online
- **Neuromarketing: Understanding Consumer Decisions**
  (Ivana Pavlić) - 6 hours in person, 1 online

Component Structure

Phase 1: Online Sessions Before Arrival

Each course includes one introductory online session (90 minutes), supported by pre-reading, structured independent work, and digital learning activities.

Phase 2: On-Site Intensive Week in Dubrovnik

Arrival includes an evening welcome get-together (time and location to be confirmed). The core programme begins the following morning. Each course includes 6–8 hours of in-person sessions, plus group work and networking.

Current schedule status in source information:

- On-site week dates are listed as 28 June – 4 July.
- Detailed live-session timing remains subject to change.

Short Description

Participants examine decision-making from two complementary angles: the cognitive and behavioural mechanics of how humans reason under uncertainty, and the logic of algorithmic systems that increasingly replicate or replace that reasoning.

Through live case work and data exercises, students practise diagnosing situations where AI outperforms human judgment and situations where it fails, and learn to design workflows and governance structures that combine speed, quality, and accountability.

Expected Outcomes

By the end of the programme, participants should be able to:

- identify cognitive biases that distort human judgment and explain how algorithmic systems can replicate or amplify them;
- formulate an AI-enabled business improvement idea, justify it strategically, and map its decision-making implications;
- apply structured frameworks to decide when a business problem calls for human judgment, an algorithmic model, or a hybrid approach;
- assess accountability, fairness, and labour-market consequences of delegating decisions to AI.

ECTS and Learning Agreements

The programme is designed as a 5 ECTS component, with final approval handled by home institutions.

Approval contact:

- Assoc. Prof. Barbara Puh, PhD
- Dean, Faculty of Economics, University of Dubrovnik
- barbara.puh@unidu.hr

Programme support:

- cvijeta.djevojic@unidu.hr
- ivana.pavlic@unidu.hr

Accommodation, Meals and Travel

- Travel and accommodation are covered by each home institution's Erasmus+ funding.
- Lunches and coffee breaks are included during the on-site week.
- Breakfasts and most dinners are not included.
- June and July are high season in Dubrovnik, so early booking is strongly recommended.

Dormitory booking: akademis@scdu.hr (refer to SBA / BIP HARBOR)
Accommodation platform: www.edu-homeplatform.eu

Arrival and Useful Locations

- Best-value route: airport shuttle to Gruž/City pool, then short taxi to dormitory
- Direct taxi from airport: around 25 minutes, typically 35–50 EUR
- Private/shared transfer: typically 30 EUR

Venue map: University of Dubrovnik, Faculty of Economics
Accommodation map: Accommodation location

BIP HARBOR Team