



# IEES

International Entrepreneurship  
Education Summit

by **GRÜNDER** MOTOR

## TRACK 1 S003

## TRACK 2 S104

## TRACK 3 S105

## TRACK 4 S202

09:30 - 09:50	<b>S003 // Welcome: Overview on the Conference</b> Prof. Dr. Nils Hoegsdal			
10:00 - 10:25	<b>Nach dem Scheitern: Gegen- oder miteinander in die Insolvenz und die Zeit danach</b>  Prof. Dr. Felix Buchmann (University of Applied Sciences Pforzheim & Dornkamp Law Firm)  Best Practice   DE	<b>Teachers as Changemakers</b>  Jacqueline Dreischer & Anna Benning M. Sc. (Otto-Friedrich-University Bamberg) Moiken Jessen & Florian Wagner (Julius-Maximilians-University Würzburg)  Best Practice   EN	<b>Lost in translation: The struggle to convert students intentions into behavior</b>  Pascal Renz (University of Tuebingen / University of Applied Sciences Esslingen)  Science Pitch   EN	<b>It is easier to imagine the end of the world than the end of capitalism. A Time-Travel into the Future of Entrepreneurship Education</b>  Prof. Dr. Eileen Mandir (HM Munich University of Applied Sciences)  Anne Schlieker (Strascheg Center for Entrepreneurship)
10:25 - 10:50	<b>Potentiale und Praktiken: Wie studentische Unternehmensberatungen die Gründungs-förderung an Hochschulen ergänzen können</b>  Alexandra Stiem & Christoph Stas (Gründungscampus of University of Applied Sciences Aalen)  Best Practice   DE	<b>Transdisciplinary Start-up Coaching for Green Urban Innovations</b>  Viktoria Heinzl M.A. (Stuttgart Media University)  Best Practice   EN	<b>Value of Business Plans for Startup Founders</b>  Prof. Dr. Carsten Demming & Prof. Dr. Casten Kortum & Prof. Dr. Ralph Scheubrein (DHBW Heilbronn)  Science Pitch   EN	
11:00 - 11:25	<b>Science, Fiction, Entrepreneurship – Time-traveling with students to explore distant future opportunities</b>  Prof. Dr. Andreas Kuckertz & Dr. Leif Brändle (University of Hohenheim)  Best Practice   EN	<b>Get to know a European cross-border mentoring programme for entrepreneurs (to be)</b>  Eva Gutbrod (Baden-Württemberg International)  Best Practice   EN	<b>The new Certificate of Skills for Innovation at Stuttgart Media University (HdM)</b>  Magdalena Weinle (Stuttgart Media University)  Best Practice   EN	<b>Teaching sustainable entrepreneurship using challenge-based learning techniques</b>  Dr. Frans Stel (CreateNewBusiness/ Twente University)
11:25 - 11:50	<b>Scaling up: increasing impact &amp; inter-university cooperation through the Train-the-Trainer program from Young Entrepreneurs in Science</b>  Sarah Scheck (Falling Walls Foundation gGmbH)  Best Practice   EN	<b>Enhancing the Quality of Entrepreneurship Education in German Higher Education Institutions</b>  Dr. Hongmei Sziegat (University of Tuebingen)  Science Pitch   EN	<b>Elements4Founding - Entrepreneurship education tailored for the next generation of scientists</b>  Kathrin Lichius & Mia Zsohar (University of Stuttgart & ENI)  Best Practice   EN	<b>Hands-On   EN</b>
12:00 - 12:25	<b>Bringing impact into the entrepreneurship classroom</b>  June Nardiello (Gründermotor / Stuttgart Media University)  Dr. Lyubomyr Matsekh (Eleks / University of Reutlingen)  Best Practice   EN	<b>Let's talk about the IP. Perspectives on resolving the IP-paradox in academic spin-offs.</b>  Prof. Dr. Nils Hoegsdal & Prof. Dr. Nicolai Schädel (Stuttgart Media University)  Science Pitch   EN	<b>Startup-Driven Learning: Unlocking Potential through Innovative SME Workforce Empowerment</b>  Christian Lorenz & Lea Havekost (CODE_n)  Nico Bals (EASYDAY GmbH @ CODE_n)  Manuel Pflumm (Leaderfy GmbH @ CODE_n)	<b>How to „teach“ entrepreneurship education? - An interactive workshop on designing a successful train-the-trainer format</b>  Anne Schlieker (Strascheg Center for Entrepreneurship)  Carola Vogel (Technical University of Munich & Social Entrepreneurship Academy)
12:25 - 12:50	<b>Empower, Don't Patronize: How to Improve Flawed Policies and Training for Women Entrepreneurs</b>  Jun.-Prof. Dr. Theresa Veer (Startup Center - University of Tuebingen)  Science Pitch   EN	<b>Innovation Turbo: From Ideas to Customer Feedback and Product Designs in 5 Days</b>  Dina Kohler (TRUMPF SE & Co.KG)  Best Practice   EN	<b>Best-Practice   DE</b>	<b>Hands-On   EN</b>
13:00 - 14:00	<b>Lunch</b>			



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14:00 – 14:25	<p><b>Transformative competence development: Entrepreneurial life design in focus</b></p> <p>Dr. Barbara Wolf (Ludwig-Maximilians University Munich)</p> <p>Prof. Dr. Bettina Maisch (University of Applied Sciences Munich)</p> <p>Best Practice   EN</p>	<p><b>What can SMEs learn from universities? – Transferring entrepreneurship education knowledge from the university to the corporate world</b></p> <p>Isabella Fitzky (University of Applied Sciences Konstanz)</p> <p>Science Pitch   EN</p>	<p><b>Potsdam Entrepreneurship Experience Lab goes International - Best Practices</b></p> <p>Anita Knappe (University of Potsdam)</p> <p>Best Practice   EN</p>	<p><b>The Playpreneur – how play fosters entrepreneurs to create better business models</b></p> <p>Inge de Dreu MSc EMBA (Playground for Entrepreneurs)</p>
14:25 – 14:50	<p><b>Entrepreneurship Education for Systems Innovation - How do we enable a holistic transformation through innovation?</b></p> <p>Johanna Kobilke &amp; Sonja Wilhelm (Strascheg Center for Entrepreneurship)</p> <p>Best Practice   EN</p>	<p><b>Diversity, Equity and Methods in Inclusive Entrepreneurship Education Design. Seven Design Principles for Moving Beyond the "Survival of the Fittest" in Entrepreneurship Education</b></p> <p>Dr. Kai Bruns (University of Applied Sciences Emden/Leer)</p> <p>Best Practice   EN</p>	<p><b>Are movies a good means to instill entrepreneurship in researchers?</b></p> <p>Dr. Inma Aleixos-Borrás (University of Stuttgart, Institute of Entrepreneurship and Innovation Science (ENI))</p> <p>Science Pitch   EN</p>	<p>Hands-On   EN</p>
15:00 – 15:25	<p><b>From passion to compassion - interventions for innovative teams</b></p> <p>Andreas Schunk (Institute for Entrepreneurship &amp; Innovation, University of Bayreuth)</p> <p>Science Pitch   EN</p>	<p><b>Responsibility in der Entrepreneurship Education</b></p> <p>Prof. Dr. Bettina Merlin &amp; Dipl.-Psych. Susan Barth (University of Applied Sciences Heilbronn)</p> <p>Best Practice   DE</p>	<p><b>From Founder to Bot: How AI is Reshaping Startup Roles</b></p> <p>Dr.-Ing. Johannes Martin &amp; Pascal Renz (GründES! University of Applied Sciences Esslingen)</p> <p>Science Pitch   EN</p>	<p><b>Assessing Entrepreneurship Competences for Teaching and Training</b></p> <p>Prof. Dr. Bernd Ebersberger &amp; Louisa Mach (University of Hohenheim)</p>
15:25 – 15:50	<p><b>Future Skill Sprint</b></p> <p>Nadine Chochoiek (Munich Business School &amp; Bright&amp;Bold)</p> <p>Sarah Lorenz (Bright&amp;Bold)</p> <p>Best Practice   EN</p>	<p><b>Welche Regionen, welche Branchen, welche Tätigkeitsfelder. Startups aus der Content Creator Economy und ihr Attraktivitätspotenzial für Investoren</b></p> <p>Prof. Dr. Uwe Eisenbeis, Magdalena Ciepluch, MA, Melanie Mezger MA. (Stuttgart Media University)</p> <p>Science Pitch   DE</p>	<p><b>Fail better!? How Fuckupnights (try to) destigmatize failure</b></p> <p>Helen Franziska Veit (University of Tuebingen)</p> <p>Science Pitch   EN</p>	<p>Hands-On   EN</p>
16:00 – 16:25	<p><b>7 steps to make your startup eco-system a better place for female founders</b></p> <p>Lena Rübelmann (NEXT MANNHEIM/ GIG7)</p> <p>Best Practice   EN</p>	<p><b>Nordic Entrepreneurship Education in school education - A Systematic Literature Review</b></p> <p>Katharina Schild (Europe-University Flensburg)</p> <p>Science Pitch   EN</p>	<p><b>KI in Kreativitätsprozessen nutzen</b></p> <p>Prof. Dr. Tobias Seidl (Stuttgart Media University)</p> <p>Best Practice   DE</p>	<p><b>Rapid prototyping and game play of 'Cards for Entrepreneurship'</b></p> <p>Dr. Maria Freese (Otto von Guericke University Magdeburg)</p> <p>Prof. Dr. Helmut Witzenzellner (Stuttgart Media University)</p> <p>Dipl. oec. Birgit Zürn (Baden-Wuerttemberg University of Cooperative Education (DHBW) Stuttgart)</p>
16:25 – 16:50	<p><b>Ecosystem Design - Developing Collaborative Value Together in Ecosystems</b></p> <p>Marcel Longin (OMM Solutions GmbH)</p> <p>Best Practice   EN</p>	<p><b>Student business collaboration - how to utilize the knowledge of external business partners in CBL</b></p> <p>Karl Eldebo (Linköping University - Institution of Industrial and Economic Development)</p> <p>Best Practice   EN</p>	<p><b>Selbstwirksamkeit durch und mit Bildung stärken</b></p> <p>Pauline Wagner MA. (Stuttgart Media University)</p> <p>Best Practice   DE</p>	<p>Hands-On   EN</p>
17:00 – 17:30	<p>Closing Remarks &amp; Open Networking</p>			