



IEES

International Entrepreneurship
Education Summit

by **GRÜNDER** MOTOR

TRACK 1 S003

TRACK 2 S104

TRACK 3 S105

TRACK 4 S202

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



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