

Final conference

Digital Entrepreneurship in Europe

8:30–9:30	Registration
9:30–10:00	<i>Welcome address:</i> prof. Marek Ćwiklicki, Project Coordinator
10:00–10:30	<i>Keynote speaker:</i> prof. Krzysztof Wach
10:30–11:00	Coffee break
11:00–11:15	 Assumptions for teaching guidelines for digital entrepreneurship Chaired by: Olena Shtepa, Borys Grinchenko Kyiv University
11:15–11:30	 Curriculum update mechanism. Case study: disruptive technology Chaired by: David Herold, Vienna University of Economics and Business
11:30–11:50	 Presentation of the textbook “Doing Business Digitally” Chaired by: Pierpaolo Magliocca, University of Foggia
11:50–12:10	 Case study as a teaching method. Example of the case of Medaarch/CAD Chaired by: Roberto Parente, University of Salerno
12:15–13:15	Lunch break
13:15–14:00	Digitalisation and entrepreneurship – panel discussion Chaired by: Cracow University of Economics
14:00–14:20	 International Students’ Engagement in Digital Entrepreneurship: the experience of the Short-term Intensive Program in Naples Chaired by: Rossella Canestrino, University of Naples Parthenope
14:20–14:40	 How to approach the change in teaching methodology in a digital transformation scenario? Chaired by: Manolo Valverde, University of Jaen
14:40–15:40	 Digitalisation and Humanistic Approach – panel discussion Chaired by: Humanistic Management Network
15:40–16:00	Final comments and next steps: how to sustain the development of curriculum for digital entrepreneurship



Pavilion C, "Nowa Aula", 2nd of June 8:30–16:00



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Explore the results of the TED project:



Teaching
Guidelines



Casebook



Curriculum



Textbook