



small enterprise promotion + training

IN4IN CONFERENCE 2023

**USE OF DIGITAL TOOLS FOR ENTREPRENEURSHIP COACHING AND
TEACHING**

FOSTERING KNOWLEDGE TRANSFER AND EMPLOYABILITY

Entrepreneurship
Promotion

Service Learning



University – Business
Collaborations

Academic Consultancy
and Coaching

CHALLENGES OF E-COACHING AND E-LEARNING

Selection and Mix
of Digital Tools

Managing Larger
Groups of Students

Autonomous
Learning

Instructional
Design

Developing
Trust-based
Relationships

Time Management



Connectivity

AGENDA - WEDNESDAY 18.01.2023

Registration	Venue: Seminar building at Leipzig University – Seminar room: S 420	09:00 – 09:30
Welcome	Prof. Dr. Utz Dornberger (Leipzig University)	09:30 – 09:45
Presentation	Towards E-Coaching - The first step to build trust with a digital coach Anne Bastian (Leipzig University)	09:45 – 10:15
Presentation	MELES.Bot – Digital guidance in business model development Dr. Piotr Wołęjsza (CEO Science4People)	10:15 – 10:45
Coffee Break		10:45 – 11:15
Presentation	Responsive organisations and learning - a case for Samarbeid Prof. Dr. Lutz Maicher (HTWK Leipzig)	11:15 – 11:45
Presentation	Matching tools for mentoring in higher education Laura Köbis (Leipzig University)	11:45 – 12:15
Lunch Break	Venue: Mensa am Park	12:15 – 13:45
Presentation	Wiki as a modern source of knowledge for e-coaching Sandy Adam & Matthias Grahl (Leipzig University)	13:45 – 14:15
Celebration	Award ceremony of the "University of Ideas" competition Bismark Yeboah (Leipzig University)	14:15 – 15:00
Plenum	Introduction of the workshop topics for next day	15:00 – 15:30

AGENDA - THURSDAY 19.01.2023

Registration	Venue: Seminar building at Leipzig University – Seminar room: S 420	09:00 – 09:30
Plenum	Welcome to Day 2, Johannes Göckeritz & Anne Bastian (Leipzig University)	09:30 – 09:45
Workshops	<ul style="list-style-type: none">• Flipped classroom approach in higher education Dr. Katarina Ristic (Leipzig University)• Hands-on e-coaching at Higher Education Institutions (HEI) Anne Bastian & Sandy Adam (Leipzig University)• Learning through chatbots Laura Köbis (Leipzig University)• Tool-based academic business coaching process Jolanta Koszelew & Maciej Kopczyński (Science4People), Christian Hauke (Leipzig University)	09:45 – 11:30
Plenum	Discussion of results and closing	11:30 – 12:00