

NEOLAIa Focus Academy

Course Syllabus

Focus Academy: Digital Transformation and Entrepreneurship

Instructors

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Overview and general data

Why are digital transformation processes nowadays of importance for start-ups, mature companies as well as society? How might major challenges such as climate change and social inequality be addressed with solutions from digital technologies? Or might they even make everything worth? How do entrepreneurs benefit from digitalization? And what can we learn from entrepreneurship and innovation management for these transformation processes?

Learning outcomes and competencies

With the Focus Academy students acquire basic expertise and methodological skills regarding digital transformation, in particular to get to know, analyse, understand and evaluate drivers, characteristics and implications from a (i) technological, (ii) entrepreneurial and (iii) social perspective. They receive an overview on central requirements of these change processes as well as possible 'tools' and possible approaches for dealing with such continuous change processes. In addition to gaining insights into the practice of entrepreneurial action in digital transformation, students also acquire basic design skills for the management of digital transformation (including entrepreneurial action taking / entrepreneurial behaviour). Presentation skills, entrepreneurial thinking and teamwork are also promoted.

Contents

The course provides an overview on selected topics on digital transformation, such as the fundamentals of change processes with a particular focus on the management of (digital) innovations, the development and effects of digitalisation, challenges from a technological perspective (such as the technologies and enablers of digital value creation), challenges from an economic / entrepreneurial perspective (such as digital business models and business model innovations), and challenges from a social perspective (such as the effects on employees / the working environment). In addition to providing practical examples, a transfer of the discussed concepts and findings into practical applicability is aimed. To this end, current and practice-relevant questions on digital transformation by and with companies are addressed, allowing students to get first-hand experience on effects that digitalisation can have on companies, employees and customers.

Number of students, profile, selection process, and registration

Invited are: Bachelor, master and PhD students, who have interest in digital transformation, entrepreneurship and international perspectives.

The plan is to have **three students per NEOLAIa partner**. Free places can be allocated to NEOLAIa partners who nominate more students (waiting list).

Please send nominations by **22th September 2025** to: markus.guenther@uni-bielefeld.de

Activities

Together we want to approach the topic of digital transformation not only from a theoretical perspective, but we will also work on a real-world challenge.

Calendar/program

03.11.2025, 14:15-15:45: Online preparatory session [zoom]

10.11.2025, 14:15-15:45: Online workshop I [zoom]

Nov. 2025: Asynchronous online-phase

24.-28.11.2025: Face-to-face sessions in Bielefeld [Germany]

15.12.2025, 14:15-15:45: Online workshop II [zoom]

Assessment

Performance assessment (grading) is based on a portfolio of up to two components such as presentations and short (online) quizzes.

Additional comments

see the information: <https://ekvv.uni-bielefeld.de/sinfo/publ/modul/571438108?lang=EN>



Contact

Please also send questions about the Focus Academy to: markus.guenther@uni-bielefeld.de and in cc: neolaia.courses@uni-bielefeld.de.