



CALL FOR PARTICIPATION 2024

 **ÜLYSSES**

DIGITAL STUDENT COMPETITION ON FAMILY BUSINESS





## COMPETITION BACKGROUND

Interested in family businesses, the challenges they face and the possible solutions to these challenges? The Ulysses project initiates to get to know family firms' specific entrepreneurial situations create case studies based on these complex problems, and challenge university students to solve them!

The project "Ulysses Contest – Digital Student Competition on Family Businesses" is the first digital contest in which students from all over Europe can participate to solve practical problems of local family firms. Participation is a win-win for both sides: Students have the chance to apply their theoretical knowledge from the university. Family businesses benefit from the proposed solutions and can establish contacts with future graduates and promising specialists.

It is a complex case study team competition, which is based on the solution of case studies compiled about family firms specifically targeted under the framework of the project. A complex collection of case studies presents the practical problems of local family firms in a way that they could be solved by the entrepreneurship competences.

Moreover, the central aim of the project is to organize a digital student competition and provide an easily adaptable guidance for further adaptations in other institutions. This is important because the collection of case studies alone would not guarantee that those cases will indeed be used in a wide and complex way in education.

The Ulysses Contest is a motivation for students to solve case studies as thoroughly as possible. Furthermore, it strengthens the international orientation of participating students.

ULYSSES will also propagate the exploitation of the European Frameworks on Digital Competences (DigComp) and Entrepreneurship Competence (EntreComp) inside higher education institutions. It will develop scalable online open-educational resources that focus on fostering digital and entrepreneurship competences and will catalyze digital readiness and entrepreneurial competence deliverance of involved students and educators.

## TARGET GROUPS

The primary target groups of the Ulysses project include students of higher education institutions. As it is a challenge for students to study along the lines of traditional education methodology: they have a desire to use modern tools and get familiar with real-life challenges.



Ulysses supports lecturers by providing a new education methodology resource, real-life knowledge and improving digital competences.

Family firms benefit by collecting solutions to special problems related to their family businesses through proposed solutions of student case studies.

## AIMS AND OUTPUT

The central aim of the project is to organize a digital student competition and provide an easily adaptable guidance for further adaptations in other institutions. Ulysses is a motivation for students to solve case studies as thoroughly as possible.

Furthermore, it strengthens the international orientation of participating students and offers support in the following areas:

- Learning new methods to acquire entrepreneurship competences
- Direct contact with family firm representatives and in-depth insight into their challenges
- Learning in a digital environment that meets students' needs better
- Solving tasks as a member of an international group – that stimulates the working atmosphere of a global firm nowadays

## SHORT FACTS

**Title:** Ulysses Digital Student Competition on Family Business

**Registration Deadline:** March 27, 2024

**Opening ceremony:** April 10, 2024, 11:00 AM

**Time:** First round: April 10-24, 2024 – Second round: May 6-20, 2024

**Final live online presentation:** June 5, 2024, 10:00 AM

**Format:** Self-paced, Online competition

**Group size:** 4 or 5 students per team (registration possible individually, in pairs or in 4-, or 5-member groups)

**Methodology:** self-paced and task-driven solving of cases in a virtual format



**Language:** English

**Link to registration:** <https://tasks.mci.edu/de/anmeldung/form/registration-ulysses-digital-student-competition-on-family-business> or through the same link via <https://www.ulysses-contest.eu/>

## COMPETITION DESCRIPTION

Step 1 (till March 27): REGISTRATION: Students register (individually, in pairs or in 4-, or 5-member groups)

Step 2 (till April 10): TEAM FORMATION: 4-5 membered international teams are formed from the registered students (pre-registered teams of 4 and 5, and pairs will be kept together).

Step 3 (On April 10): ONLINE OPENING CEREMONY: Family firm case studies are presented and provided to the student groups.

Step 4 (April 10-24): FIRST ROUND: Student groups working on the case studies (consultation opportunities are also provided with members of family firms)

Step 5 (till April 24): SUBMISSION OF RESULTS FOR FIRST ROUND: Student teams submit their case study results (on written template format & short video).

Step 6 (April 24 - May 6): EVALUATION: The best solutions (max 9 teams) are selected and proceed to the second round.

Step 7 (May 6 - 20): SECOND ROUND: A new case study is provided to the student teams who are participating in this round. The teams have 2 weeks to come-up with a solution.

Step 8 (till May 20) SUBMISSION OF RESULTS FOR FIRST ROUND: Student teams submit their case study results (only on written template format).

Step 9 (June 5): FINAL: Student teams present their solutions online in front of a jury of experts & family firm members.



## IMPORTANT DATES & CONTACT

### STUDENTS SHOULD NOTE THE FOLLOWING DATES

Registration: February 1, 2024 – March 27, 2024

Registration Deadline: March 27, 2024

Kick-Off Event: April 10, 2024

First round of the competition: April 10-24, 2024

Evaluation: May 6, 2024

Second round of the competition: May 6-20, 2024

Final online live presentation & prize giving: June 5, 2024

Link for website to registration: <https://www.ulysses-contest.eu/>

We are looking forward to your registration. In case of any questions, please do not hesitate to contact us: [zentrumfamilienunternehmen@mci.edu](mailto:zentrumfamilienunternehmen@mci.edu)

### PROJECT PARTNERS

University of Szeged, Hungary – lead partner, experienced in entrepreneurship education

Management Center Innsbruck, Austria – experienced partner in entrepreneurship education with well-established relationship in the region

Free University of Bozen-Bolzano, Italy – experienced partner with a dedicated Center for Family Business Management

University of Vienna, Austria – experienced partner with a dedicated research group for Family Business internationalization and case study research methodology

Univations GmbH, Germany – experienced partner with several lead roles in entrepreneurship education projects

Agentur fundus GmbH, Austria – branding, communication and networking agency

This competition is part of a funded Erasmus+ project



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