



DIGITAL STUDENT COMPETITION ON FAMILY BUSINESS

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
- ✓ and challenge university students to solve them!

Ulysses Contest

Digital Student Competition on Family Business



For entrepreneurial skills with family businesses



focuses on providing a first-hand insight into family firms, gathering real-life case studies from these firms so that university students would be able to gain practical entrepreneurial learning experiences and to enhance their digital skills.

ULYSSES will provide this combined chance by setting up the
1st digital European student competition
that focuses explicitly on family businesses (FB).

WHY JOIN ULYSSES?



If you are a **teacher**, you can implement the collected case studies into your own teaching material. The material collected in the Ulysses project will be available for teachers to use.



If you **participate in or own a family firm**, you can build close connections with higher education institutions, connect with talented university students, and gain a fresh insight into your own business.

For entrepreneurial skills with family businesses

As a teacher, what can I do?

- **Contact us** with your intention to join.
- **Gather university students**, who are eager to learn more about Family Firms and would be happy to compete online and in international teams.
- **Supervise teams and build connections** with like-minded teachers from across Europe.
- **Use the Ulysses Contest case study collection** in your own classes.

I own/participate in a Family Firm, what can I do?

- **Contact us** and let us know your intentions to join.
- **Create a case study description** for higher education students.
- **Hand in your case study** to Ulysses partners.
- **Wait for students** to solve your case study.
- **Decide which solution is the best** for your Family Firm.

CONTACT US!

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DigComp EntreComp

ULYSSES also propagates 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.



THE PROJECT RUNS

from 30 June 2021

until 29 June 2023

in an international consortium of six partners:



University of Szeged

- 📍 HUNGARY
- 👤 lead partner experienced in entrepreneurship education



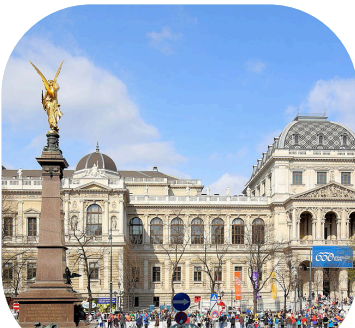
Management Center Innsbruck

- 📍 AUSTRIA
- 👤 experienced partner in entrepreneurship education with well-established relationship in the region



Libera Università di 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 Erasmus+ KA2 projects



Fundus Agentur

- 📍 AUSTRIA
- 👤 communication and networking agency case study research methodology.

ÜLYSSES

Want to know more?

Scan our QR code and jump to our website!

