

Program GameChangers: Innovating Business Education – Final Project Conference

Date: 17.09.2025

Location: EHS Dresden, Dürerstraße 25, 01307 Dresden - Room 3.305

9:00 – 9:30 am	Arrival/Introduction
9:30 – 10:00 am	<p>Playful Learning in Next Generation Entrepreneurship – Review and Outlook</p> <p>This keynote explores how games and playful approaches can be effectively used in everyday business settings – from employee motivation to strategic development. It highlights the potential of game-based learning and playful methods for enhancing entrepreneurial processes and discusses their growing role in the future of business education.</p> <p>It will provide insights into the Gam4Change (G4C) project – its goals, methodology, and key outcomes. Finally, results from recent evaluations will be presented, offering concrete lessons for practice and a forward-looking perspective on the future of playful learning and teaching.</p> <p><i>Prof. Dr. Helge Fischer, Technische Universität Dresden, Germany</i></p>
10:00 – 10:45 am	<p>Academic Keynote: “Harnessing Games for Teaching Entrepreneurial Competencies”</p> <p>How can games help students not just learn about entrepreneurship—but experience it? This keynote explores how game-based learning can be used in higher education to develop key entrepreneurial competencies such as empathy, value creation, and iterative problem-solving. Through practical examples, we’ll look at how games can enable students to prototype ideas, test assumptions, and design meaningful solutions that create real value for people. Aimed at educators across disciplines, this session highlights playful, impactful strategies for preparing the next generation of changemakers.</p> <p><i>Prof. Dr. Marius Brade, Fachhochschule Dresden, Germany</i></p>
10:45 – 11:30 am	<p>International Keynote: “Emotion-regulation & Decision-making: How gamification can level-up these skills before the stakes are too real”</p> <p>Lectures tell; sandboxes transform. Discover how targeted gamification — such as timed trade-offs, branching narratives, progressive disclosure and more — let learners rehearse tough choices and emotion regulation in a low-risk space. This keynote reveals research-backed game mechanics and showcases Dutch military and police examples, amongst others. Expect actionable frameworks, open-source pointers, and a clear first-sprint roadmap for adding decision and emotion-regulation environments to your course. All through gamification.</p> <p><i>Rick Verhagen, Netherlands Defense Academy, Netherlands</i></p>

11:30 – 12:30pm	Lunch break		
12:30 – 2:00 pm	<p>Workshop round 1</p> <p>Playing is learning - co-creating across borders and in the classroom</p> <p>Applying gamified elements in entrepreneurial education.</p> <p>Co-creating with students to enhance learning, participation and interaction in the classroom. An experimental journey, insights and growth as an educator. Learning to apply gamified elements in different situations and to engage students.</p> <p><i>By Linda Mertens, Rotterdam University of Applied Science, Netherlands and Prof. Marina Letonja, DOBA Business School Maribor, Slovenia</i></p>	<p>Workshop round 1</p> <p>Implementation of Gamification in XR Applications</p> <p>Gamification is a powerful tool to enhance engagement, motivation, and learning. This session presents how UCLL's XPLab integrates game mechanics into Extended Reality (XR) applications across fields like education, healthcare, cultural heritage, and professional training.</p> <p>We will showcase selected case studies from XPLab's portfolio, illustrating how gamification improves immersion, supports skill development, and leads to better outcomes. The talk also covers design strategies, user experience, and the impact of gamified XR in practice.</p> <p><i>By Vincent Katsoulis, University College Leuven-Limburg, Belgium</i></p>	<p>Level up your Game! – What it Means to Start a Business in the Games Industry</p> <p>R42 presents its Accelerator-program supporting start-ups in the fields of gamification, serious games, and indie games on their journey to success. Its goal is to create a permanent ecosystem fostering innovation and technology transfer within the games and media sector.</p> <p><i>By Tom Potutschek, R42, Leipzig, Germany</i></p>
2:00 – 3:00 pm	<p>Presentation Session A</p> <p>Gami cation 4 Next Generation Education – Design Patterns to Gamify the Classroom</p> <p><i>By Matthias Heinz and Josefin Müller, TU Dresden, Germany</i></p> <p>Fostering Creativity Through Game-based Approaches – A Scoping Review</p> <p><i>By Martina Seemann, TU Chemnitz, Germany</i></p>	<p>Presentation Session B</p> <p>Changealot – The Gamified Learning Environment for Change Advisors</p> <p><i>By Tobias Göcke, SupraTix Dresden, Germany</i></p> <p>Bricks & Games Lab – How to develop an engaging learning journey with game-based learning and Lego Serious Play</p> <p><i>By Claudia Gränitz-Kleiber, University of Applied Science Mittweida, Germany</i></p>	<p>Presentation Session C</p> <p>That's just Playing around! – Why Games are increasingly Finding their Way into Businesses</p> <p><i>By R42, Leipzig, Germany</i></p> <p>Start-Up Used Cases presentation</p>

3:00 – 3:30 am	Coffee break		
3:30 – 4:30 pm	<p>Workshop round 2 Sketching in Space: Designing Playful Learning with XR Prototyping How can we design engaging, gameful learning experiences for entrepreneurial education—directly in 3D space? In this workshop, participants will explore XR-based sketching tools to rapidly prototype immersive and playful environments. You’ll learn how to use spatial sketching to conceptualize ideas, simulate learning scenarios, and co-create interactive experiences that foster entrepreneurial mindsets. This hands-on session is designed for educators and researchers curious about leveraging Extended Reality (XR) to expand the creative process beyond pen and paper—no prior XR experience required.</p> <p><i>By Prof. Marius Brade, FH Dresden, Germany</i></p>	<p>Workshop round 2 Innovative Teaching through Gamification: Leveraging LMS for Engaged Learning The workshop focuses on the practical use of learning management system platforms (LMS) to create engaging and interactive learning experiences. Participants will learn about gamification mechanisms and how to apply them in the Moodle environment or other popular LMSs. During the meeting, the Next Generation Entrepreneurship course will be analysed, showing tools that support student motivation and activity. The goal of the workshop is to show how LMS platforms and gamification can support the learning process and increase participant engagement. The workshop will present the G4C platform available to the general public which was developed within the Game4Change project.</p> <p><i>By Pawel Urgacz, WSB Akademia Dabrowa Górnicza, Poland</i></p>	
4:30 – 5:00 pm	Round up		

