

# WORK & LIFE BALANCE IN BUSINESS

This entrepreneurship-focused programme explores how modern businesses can support wellbeing and sustainable work practices. Students work in international teams to develop business concepts addressing the challenge: **“How can businesses support wellbeing and balance for employees and customers?”**

Participants focus on idea development, business modelling, and sustainable value creation. The programme runs in parallel with the marketing track, allowing entrepreneurial solutions to be developed alongside real marketing concepts. You will build a business idea that aligns with an effective communication strategies.

**geacollege**

Faculty of Entrepreneurship

## WHERE IS IT?

- Ljubljana, Slovenia

## WHEN IS IT?

- Physical component: May 18 – May 22, 2026

## KEY ACTIVITIES

- Entrepreneurship workshops and guided teamwork
- Business challenge development in international teams
- Mentoring sessions with academic and industry experts
- Idea validation and feedback sessions
- Final pitch presentations
- Networking and social activities

## WHAT WILL YOU GAIN?

- Hands-on experience in entrepreneurship and innovation processes
- Skills in problem-solving and teamwork
- Understanding of wellbeing and sustainability in business contexts
- Experience developing business ideas from concept to presentation
- Confidence in pitching and communicating ideas
- International experience and 3 ECTS credits

