

International Summer School

13. 5. - 17. 5. 2024



GREEN, CREATIVE & SMART: Solutions for Future Business

The International Summer School at GEA College – Faculty of Entrepreneurship is dedicated to equipping students with the essential knowledge, skills, and techniques required to thrive in the ever-evolving world of business, all while adhering to innovative and sustainable standards. Through a dynamic agenda featuring creative workshops, discussions, and class sessions, students will be engaged in developing their own innovative business ideas, as well as tackling real-world business challenges head-on. Additionally, they will have the invaluable opportunity to gain insights from local business who is the champion in sustainable and green practices within the startup ecosystem. Beyond the classroom, participants will immerse themselves in Slovenia's rich culture and environment.

GEA College International Summer School – Crafting Solutions for Future Business is part of Blended Intensive Programme under Erasmus+ programme.

VIRTUAL COMPONENT to the programme is obligatory and will be held online on **8. 5. 2024 at 10 CET**. You can connect [here](#).

Topic: Groups establishment and problem identification for development of innovative business idea in breakout rooms.

Expected outcome: creation of business ideas and connection among students.

VENUE: GEA College – A, Dunajska cesta 156, 1000 Ljubljana

12. 5. 2023, Sunday

ARRIVALS to Ljubljana

13. 5. 2024

Monday: INTRODUCTION TO IDEA CREATION AND BUSINESS MODELING

	TIME	CONTENT	LOCATION
	08.30-9.00	MORNING COFFEE	GEA College reception - A
		Greetings	Lecture room 4
	09.00-11.00	Introduction to entrepreneurial mindset, business model Canvas and how to successfully create a business idea in a sustainable and innovative business world (by Mihael Leskov, GEA College Incubator)	Lecture room 4
	11.00-12.00	Practical and team work on Business model Canvas (by Mihael Leskovar, GEA College Incubator)	Lecture room 4
	12.00-12.30	Lunch	
	12.30-13.15	Introduction to GEA College and Slovenia	Lecture room 4

Expected outcome: Business Model Canvas (printed with Post-it notes) – creation of business idea

14. 5. 2024

Tuesday: INNOVATIVE APPROACH IN ENTREPRENEURSHIP

	TIME	CONTENT	LOCATION
	08.30-09.00	MORNING COFFEE	GEA College reception A
	09.00-10.30	Innovation and creativity in entrepreneurship (by doc.dr. Andrej Pompe)	Lecture room 4
	10.30-11.00	Coffee break	GEA College reception A
	11.00-13.00	Market research and Interviews with potential customer; group work on business Ideas (by Mihael Leskovar, MSc GEA College Incubator)	Lecture room 4

Expected outcome: Business Model Canvas (printed with Post-it notes) – application of innovative and sustainable standards.

15. 5. 2024

Wednesday: MARKETING OF BUSINESS IDEA

TIME	CONTENT	LOCATION
08.30-09.00	MORNING COFFEE	GEA College reception - A
09.00-11.00	Introduction to marketing of business idea in sustainable and innovative economies marketing strategy (Iztok Sila, MBA)	Lecture room 4
11.00-12.00	Practical and team work on Business model Canvas (By Aleša Mihelič, MSc, GEA College Incubator)	Lecture room 4
12.00-12.30	Lunch break	
12.30-13.30	How to prepare a presentation of your idea (Pitch) (By Aleša Mihelič, MSc, GEA College Incubator)	Lecture room 4
13.30- 15.00	Pitching practice and Q&A session: student pitches (By Aleša Mihelič, MSc, GEA College Incubator)	Lecture room 4

Expected outcome: Business Model Canvas (printed with Post-it notes) – application of marketing approaches

16. 5. 2024, Thursday: FIELD TRIP

TIME	CONTENT	LOCATION
10.00 – 12.00	Company visit in the city centre	Ljubljana city centre
12.00-13.00	Lunch	
13.00 – 14.00	Discover Ljubljana: Treasure Hunt Adventure	Ljubljana city centre
14.00 – 20.00	Ljubljana old town mixer	Ljubljana, city centre

Expected outcome: Practical experience on how a sustainable start up works and generates profit

17. 5. 2024, Friday: PITCHING WORKSHOP AND PROJECT PRESENTATIONS

TIME	CONTENT	LOCATION
9.00-10.00	MORNING COFFEE	GEA College reception - A
10.00-11.30	Presentation of business idea and pitching (Committee: Aleša Mihelič, Assist. Prof. Dario Berginc and Maruša Malovič Šprah, Head of the International Department)	Lecture room 4
11.30-12.00	Certificate ceremony	Lecture room 4
12.00- 13.00	Lunch and farewell	

Expected outcome: Presentation of Business Idea – FINAL PITCHING

GEA College International Summer School 2024 is a part of Blended Intensive Programme under Erasmus+ programme organized by GEA College – Faculty of Entrepreneurship.

Erasmus

CONTACT:



Get in Touch:

Send us an email or get in touch via phone.

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