



Workshop

“GenAI - Skills for Work & Beyond”

The **Workshop “GenAI - Skills for Work & Beyond”** initiative aims to help university students, from diverse academic backgrounds, develop skills and enhance their profiles before entering today’s fast-paced and ever-evolving labour market.

By participating in this interactive workshop, students explore the capabilities and limitations of GenAI, while collaborating to apply techniques for the effective integration of GenAI tools into real-world scenarios drawn from professional fields, such as project management, customer experience, and marketing & sales.

Through this process, students cultivate essential skills including critical thinking, problem-solving, creativity, collaboration, and effective information management. In doing so, they keep up with technological advancements and prepare for the demands of both academic and professional environments.

The initiative is implemented with the support of **Dialectica**.