

Yearly Review

2023-2024



SEB

UNIVERSITY
OF LJUBLJANA

School of Economics
and Business



Content

The Dean's Message	4
School of Economics and Business – UL SEB	6
The University of Ljubljana	8
Critical Thinking	10
Impact and Responsibility	16
Programmes	22
Students	30
Research	36
Global Outreach	42
Executive Education	48
Alumni	54

Interview

Prof Dr Aljoša Valentinčič	18
Prof Dr Maja Zalaznik	24
European Ethics Bowl Team 2024	32
Prof Dr Vesna Žabkar	38
Doc Dr Anastas Vangeli	44

The Dean's Message

Dr Tomaž Turk

Dean, University of
Ljubljana, School of
Economics and Business



Dear colleagues, students, alumni, partners, and friends,

As we look back on the past year, 2024 stands out as a year of progress, innovation, and resilience for our academic community. Once again, our shared commitment to excellence, adaptability, and impact has propelled us forward, reinforcing the values that define UL SEB.

This year, we have continued to embrace innovation, collaboration, and critical thinking as key drivers of our success. Innovation fuels our ability to stay at the forefront of education and research, pushing boundaries and shaping the future of business and economics. At the same time, collaboration strengthens our connections—between faculty and students, between academia and industry, and across borders—allowing us to create meaningful change together. Meanwhile, critical thinking empowers us to question, analyse, and adapt, ensuring that our academic community remains agile, insightful, and prepared for the challenges ahead.

Our dedication to excellence is reflected in several remarkable achievements. We successfully completed three major re-accreditations - ACCSB, AMBA and BSIS - to further strengthen our global standing. Furthermore, UL SEB has once again been recognized by Financial Times as one of the best European business schools for the seventh consecutive year.

Beyond institutional recognition, our faculty continues to make an impact—Prof. Mojmir Mrak received the Golden Order of Merit from the President of the Republic of Slovenia, highlighting the influence of our thought leadership on a national level. At the same time, our commitment to sustainability and social responsibility took a significant step forward with the launch of our first Sustainability Week, reinforcing our role in shaping a more sustainable future.

These accomplishments are the result of the dedication and vision of our entire UL SEB community. Whether through pioneering research, transformative teaching, or engagement with society, each of you has contributed to our mission of shaping responsible leaders and fostering sustainable impact.

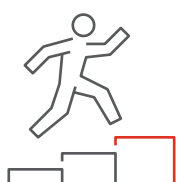
As we look ahead, let us remain committed to driving positive change, embracing new opportunities, and strengthening the values that make our institution exceptional. Together, we will continue to build a future marked by knowledge, integrity, and purpose.

Thank you for being part of this journey.



School of Economics and Business – UL SEB





Mission

To broaden horizons, strengthen integrity, and develop competence needed to manage business and economic challenges in an ever changing environment.



Vision

Among the schools of business and economics in Central and Eastern Europe we will be the first choice for collaborative research with an impact, providing an excellent learning experience as a foundation for creative work in an ever changing environment, and designing innovative sustainable solutions for the wider society.



Core Values

An eagerness to learn and creativity, entrepreneurialism and resilience, integrity and sustainability, and respect and inclusive cooperation

*The UL SEB has identified eight drivers of impact that are woven into all of its strategic activities and represent the UL SEB's way of life: **PARTNERSHIP, KNOWLEDGE, INNOVATIONS, AGILITY, WELL-BEING, SOCIAL RESPONSIBILITY, DIVERSITY AND EQUAL OPPORTUNITIES.**



UNIVERZA V LJUBLJANI

University of Ljubljana





1919

founded in

23

faculties

3

art academies

3

associated members



6,891

staff

37,402

students

3,640

foreign students

Critical Thinking



Patricia Kotnik

Academic Unit for
Entrepreneurship

I follow the principle of 'strong opinions, loosely held.' I critically evaluate all aspects, compare arguments, and form well-reasoned opinions—while remaining open to change when faced with new facts.

Pino Sekač

IMB Student

Critical thinking allows me to approach situations and ideas with rationality and independence. It helps me stay as unbiased and open-minded as possible when solving problems.

Darja Saksida Bogataj

International Relations Office

In today's world, where we are overwhelmed with information from all directions, it is crucial to develop the ability to critically evaluate and verify facts. Thoughtful decisions are the foundation of success, especially for the younger generation of students who will become our future managers and leaders.

Matic Bradač

Central Economics Library (CEK)

Critical thinking, which consists of different literacies, enables us to interpret information objectively and is therefore crucial in today's information overload. It is essential for the development of both individuals and society.

Omaima Doukkane

UL SEB doctoral student

I see critical thinking as the backbone of meaningful research and intellectual growth. In my pursuit of knowledge, I channel my natural curiosity to question, analyse, and refine ideas rather than accept them at face value. It's a form of art that requires intellectual humility; and in this age of information overload, we need true reflection, and careful evaluation of any belief.

Dmitry Shuyskiy

Academic Unit for Marketing

In a world overflowing with information, I see critical thinking as our greatest filter — one that no AI can truly surpass. It helps us separate fact from fiction, think beyond conventions, and, most importantly, cultivate originality in our ideas and decisions.

Highlights

LJUBLJANA MBA programme reaccredited with prestigious AMBA accreditation for five years



School of Economics and Business among the best European schools for the seventh year in a row





Prof. Dr. Mojmir Mrak receives national recognition from the President of the Republic of Slovenia



First UL SEB Sustainability week covered a series of events that promoted actions for a sustainable future

Highlights

Athlete friendly education certificate renewed for the 2024/25 academic year



Three re-accreditations – AMBA, AACSB and BSIS





Last generation of EMTM programme students successfully concludes semester in Ljubljana



Alumni Jump career fair connects companies looking for new talent with aspiring graduates

Impact and Responsibility



Education with Impact

Educational Impact

72%

of UL SEB Master's graduates secure employment before graduation.

90

UL SEB alumni hold key positions in the largest companies and organisations.

Business Development Impact

80%

of students choose to continue working with their internship companies.

25

UL SEB alumni have been involved in mergers and acquisitions since 2022.

Intellectual Impact



UL SEB has been featured in 1,280 publications across various media formats.



Collaboration with the Slovenian Press Agency (STA) on the Studio EF video interview series.

Impact Within the Regional Ecosystem



Co-organising the Portorož Business Conference with the Slovenian business daily Finance for 26 years.



More than 100 guest lecturers from regional companies participate in the study process.

Societal Impact



Focus on SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure) in education and research.



The Behavioural Lab is dedicated to researching work-related stress and sleep quality.

Do you believe that the dissemination of knowledge and research findings through media collaborations, such as StudioEF improves general public interest and understanding of critical economic and social issues?

**Prof Dr
Aljoša Valentinčič**

I certainly do. As an educator, I am well aware that the research we conduct and publish in scientific journals ultimately serves to advance the society in which we live. Part of that awareness is to disseminate the findings in a way and through channels that are accessible to an audience that is not just our students and specialists from the field. Finance and economics are a necessary part of our lives. That's why I find it important to participate in initiatives such as StudioEF and occasionally take part in TV programmes, both general and specialised (e.g. Ugriznimo znanost, a great programme that communicates scientific findings to the wider society). I also frequently comment on topics related to finance, financial accounting, etc. on my LinkedIn page. A relatively large number of followers shows that there is a genuine interest in these topics among the general public.

UL SEB Commitment to Impact and Sustainability

UL SEB receives the Business School Impact System (BSIS) Certificate

UL SEB has successfully completed its reassessment through the EFMD's Business School Impact System (BSIS), led by Mr. François Bonvalet, Director of BSIS. During the two-day assessment process in November 2024, visiting experts evaluated the school's impact on Slovenia and concluded that the school has a significant educational, intellectual, and social impact on both its immediate and broader environment. They highlighted the school's strong influence on business development and the regional ecosystem. The report also underscores several key features of UL SEB, including its strategic focus on global and regional sustainability, high employability rates, and strong employer satisfaction. The school's research impact is also recognized at both regional and global levels, with over 1,200 media mentions in 2023. Furthermore, the experts acknowledged the school's vital role in business education in Slovenia.

Sustainability Week

In April 2024, we organized the first-ever Sustainability Week at UL SEB. Its aim was to encourage discussion on how the business world and society as a whole can operate more sustainably. The Sustainability Week featured various events, including panel discussions, lectures, and workshops, designed to inspire reflection, innovation, and action for a more sustainable future. Additionally, educators further enhanced their knowledge of sustainability at the Pedagogical Conference, with the goal of integrating even more sustainability-related content into courses and study programs. As part of Sustainability Week, we also launched the "UL SEB Collects Steps" initiative to promote activity and engagement. We set a goal of collecting 3,000,000 steps over five days, which we surpassed, reaching an impressive total of 8,188,904 steps.



Student engagement as a starting point for development

Student engagement serves as a foundation for growth, shaping both academic success and personal development. When students actively participate in learning, extracurricular activities, and various competitions, they cultivate essential skills such as teamwork, problem-solving, and adaptability. Student engagement also plays a key role in fostering critical thinking, encouraging students to analyze information, question assumptions, and develop their own ideas. By creating an environment that nurtures curiosity and resilience, we empower students to embrace challenges, explore new opportunities, and build the confidence needed for lifelong learning and innovation.

UL SEB hosts the fifth edition of the international student competition European Ethics Bowl

In November 2024, UL SEB organised and hosted the semi-finals and finals of the European Ethics Bowl. Ten teams from nine European universities and one alumni programme of the European Investment Bank Institute Summer School took part in the competition whose overall theme was “Ethics and Artificial Intelligence”. The students presented their views on ethical topics connected to the use of AI and carried out debates with opposing teams. Team Croatia, representing the University of Rijeka, won the final debate by just a point and was named the winner of the European Ethics Bowl 2024.

10
teams

20
judges



UL SEB encouraging entrepreneurship

UL SEB encourages students to think like entrepreneurs through different events. An example of such an activity is the Startup Weekend, where students from different faculties present ideas for startup businesses. This year, over 100 students participated in the event. Another example of encouraging entrepreneurship at UL SEB is the Entrepreneurial POP UP, which was carried out for the first time this year. Stands were put up between the Small and Great Halls where 7 successful SEB Alumni entrepreneurs presented their businesses. Students were able to familiarize themselves with their products, participate in prize games and have an exceptional opportunity to network and obtain first-hand information.

Highlights



IMB students presented their research at the North Adriatic Hydrogen Valley conference



Supply Chain and Logistics Day at UL SEB – learning about sustainable approaches of companies

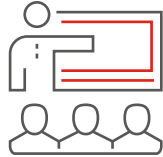


Professor Patricia Kotnik, PhD, was part of the jury at the prestigious REGIOSTARS awards 2024 that took place in Brussels

Programmes



2023/2024 Academic year



20

study programmes

2

Undergraduate programmes

16

Graduate programmes

1

MBA

1

Doctoral programme

4,619

STUDENTS

2053

male

2566

female

927

GRADUATES

370

male

557

female

How do UL SEB's programmes integrate critical thinking into their curriculum to prepare students for complex problem-solving in the business world?

**Prof Dr
Maja Zalaznik**

Critical thinking is one of the crucial competencies needed in today's business world. Therefore, we encourage students to develop skilful research, analysis and evaluation while guiding them to question assumptions, interpret information and think logically. We strive to foster a mindset of reasonable doubt and a forward-looking perspective. Through diverse teaching methods, interactive learning, the use of modern technologies and real-life case studies, we equip students with the tools to tackle complex challenges. Most importantly, we encourage their creativity and ensure that they are prepared to solve problems in today's dynamic world. The younger generation sees the world differently than we do – so we must learn to see it through their eyes and remember that the future belongs to them.

Undergraduate Programmes

2,532

students

346

full-time foreign
students

43%



57%



University Degree Programme in Business and Economics

1,664

students

272

full-time foreign
students

57

guests from
practice



Professional Degree Programme in Business Administration

868

students

163

internships

19

guests from
practice

Advantages of the undergraduate study at the UL SEB

- **97%** of graduates would recommend bachelor's programmes at UL SEB to their friends and acquaintances.
- **14%** of students in the academic year 2023/2024 come from abroad.
- Internship mentors rate their satisfaction with the students, their work, and their attitude towards work with an average rating of 4.87 (on a scale from 1 to 5).

Graduate Programmes

2,003

students

475

full-time foreign
students

46%



54%



69

guests from practice

115

Business Skills
Development
Workshops

21

projects for companies
developed

Full-time programmes

- [Accounting and Auditing](#)
- [Bank and Financial Management](#)
- [Business Informatics](#)
- [Economics with Data Science](#)
- [Entrepreneurship](#)
- [IMB - International Master Programme in Business and Organisation](#)
- [International Business](#)
- [Management](#)
- [Marketing](#)
- [Money and Finance](#)
- [Quantitative Finance and Actuarial Sciences](#)
- [Supply Chain and Logistics](#)
- [Sustainable Tourism Management](#)

Part-time programmes

- [Accounting and Auditing](#)
- [Business Informatics](#)
- [Management](#)
- [Management and Economics in Health Care](#)
- [Public sector and environmental economics](#)
- [Sport Management](#)
- [ONLINE Part-Time Master's Programme in Business and Organisation](#)

Advantages of the graduate study at the UL SEB

- **98%** of graduates would recommend graduate programmes at UL SEB to their friends and acquaintances.
- **89%** of graduates find employment within three months of completing their studies.
- **24%** of students in the academic year 2023/2024 come from abroad.

Ljubljana MBA

The Ljubljana MBA programme gives participants experience and confidence in key areas of their business. Each participant achieves his/her highly personal goals, outcomes, and success. However, as a whole, the programme tells the story of the lives, careers, and companies transformed by its unique delivery and in-depth personal approach.

AMBA Reaccreditation

The LJUBLJANA MBA program has been re-accredited by the prestigious international organization AMBA (Association of MBAs) for the maximum period of five years, without any conditions. This prestigious accreditation confirms the program's excellence, innovation, and commitment to continuous development and high standards. With this achievement, the LJUBLJANA MBA remains among the exclusive group of top MBA programs worldwide that meet the highest standards in educating leading business professionals.



Doctoral Programme in Economics and Business

Doctoral programme in Economics and Business is aimed at highly motivated and ambitious student candidates. The four-year programme involves a combination of demanding coursework, active participation at academic conferences, research workshops, research papers preparation, doctoral and academic seminars, and thesis preparation.

84

highly motivated and
ambitious candidates

38%

international students

58%

female students

9

doctoral dissertations
defended in 2024

International Research Awards for our doctoral students

Petar Gidaković - *Dr. Ana Mayer Kansky Award for outstanding doctoral thesis in the field of social sciences* (awarded by University of Ljubljana) for doctoral thesis titled "Marketing assets' development and their management during a brand crisis". Mentored by Prof. Dr. Vesna Žabkar.

Darja Zabavnik - *Prof. Dr. Ivan Ribnikar Award (Bank of Slovenia Award for Doctoral Thesis in the field of Finance)* for doctoral thesis titled "The effects of financial frictions on the real economy and fiscal dynamics". Mentored by Prof. Dr. Miroslav Verbič.

Omaima Doukkane - At the *international research symposium organised by ACE (Alliance of Chinese and European Business School Network)*, which was held at Leeds University Business School in September 2024, our student received the award for *the best presentation and research* for her paper titled "Exploring Consumer Behaviour in the Metaverse: Immersion and Interaction". Mentored by Prof. Dr. Maja Konečnik Ruzzier.

Lana Katarina Gotvan - In April 2024, *The Bob Wessels Insolvency Law Collection foundation (BWILC)* awarded our student with the *first prize for the presentation of her doctoral thesis at the PhD Workshop* in Vilnius, Lithuania. Mentored by Prof. Dr. Jaka Cepec, co-mentored by Dr. Tanja Istenič.

Highlights

LJUBLJANA MBA

AMONG THE BEST 100 EMBA
PROGRAMS IN EUROPE

2024 Financial Times ranking

FT EUROPEAN
BUSINESS SCHOOLS
2024 RANKING

The Ljubljana MBA holds 59th place among 100 best MBA programmes in Europe according to the latest *Financial Times* ranking



SEB

UNIVERSITY OF LJUBLJANA
School of Economics and Business

School of Economics and Business ranked
on prestigious QS International Trade MBA/
Masters 2024 ranking

UL SEB's master's programme in International Business ranked on the prestigious QS International Trade Rankings (QS International Trade Rankings MBA/Masters 2024)



IMB Students Successfully Presented their Final Project at the 26th Portorož Business Conference

Students



4,619 STUDENTS

2,532

undergraduate programmes

2,003

graduate programmes

84

doctoral programme

1,533

international students

Awards to UL SEB Students

1

Prešeren prize of University of Ljubljana

4

University of Ljubljana Rector's Awards for Best Innovation

1st

place at ScienceBEAT competition

1st

place at CFA Research Challenge

2

Kadrovski up awards

52

UL SEB Prešeren Awards

9

Bronze Vega Awards

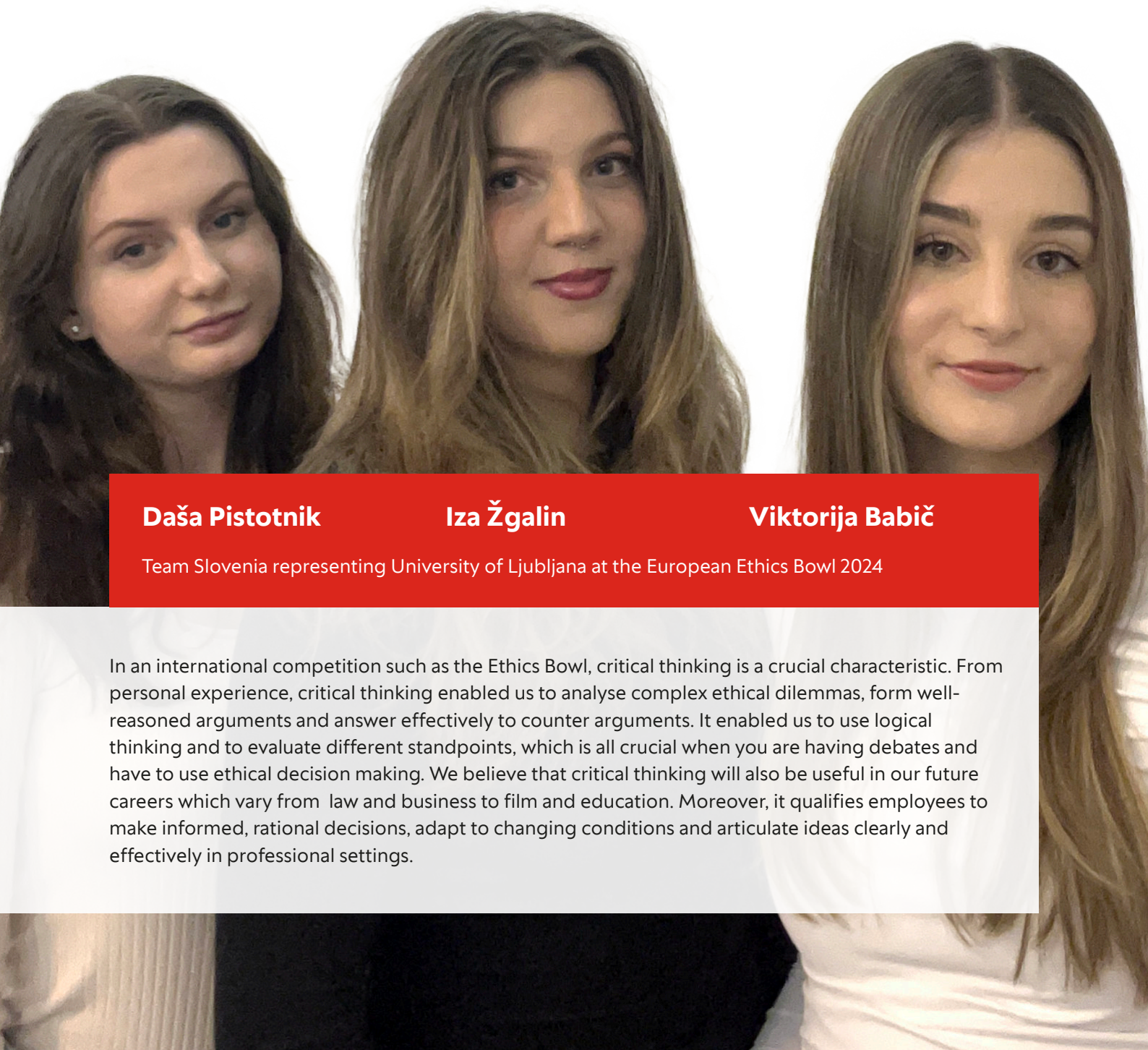
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Bank of Slovenia Awards for Best Graduate Theses from Finance



**EUROPEAN
ETHICS BOWL**

How does a competence like critical thinking enhance performance in international student competitions such as European Ethics Bowl and how could it help you in your future careers?



Daša Pistotnik

Iza Žgalin

Viktorija Babič

Team Slovenia representing University of Ljubljana at the European Ethics Bowl 2024

In an international competition such as the Ethics Bowl, critical thinking is a crucial characteristic. From personal experience, critical thinking enabled us to analyse complex ethical dilemmas, form well-reasoned arguments and answer effectively to counter arguments. It enabled us to use logical thinking and to evaluate different standpoints, which is all crucial when you are having debates and have to use ethical decision making. We believe that critical thinking will also be useful in our future careers which vary from law and business to film and education. Moreover, it qualifies employees to make informed, rational decisions, adapt to changing conditions and articulate ideas clearly and effectively in professional settings.

Educating Students about Sustainable Development

At the UL SEB, we are committed to actions and activities that create a positive impact on the society. We educate and connect our students to responsibly address business and economic challenges in the spirit of sustainable development.

- All programmes include sustainability-specific learning goals
- UN SDGs seminar organised for all first-year bachelor students
- Courses that are designed around sustainability topics
- Top three UN SDGs included in course content:



- Sustainability Week
- Sustainability Lab
- Promotion of the SDGs with stickers throughout the campus

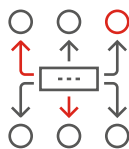


Developing talents

UL SEB Career Centre activities



Connecting with companies



Career planning and job search guidance



Workshops for career development



Career fair "Work is Looking For Me"



CV and motivational letter check up

11 UL SEB Career Partners

Deloitte, Ernst & Young, Forvis Mazars, Hofer, Krka, Lek, NLB, Novartis, OTP banka, Telekom Slovenije, UNIJA

2024 Career Fair "Work is Looking For Me"

1

day

33

companies and organisations

2

online workshops



Career Hunt



Speed dating with 11 companies

Highlights



UL SEB student Klara Lukan wins 5th place at European Championship in Rome at the 10,000m track competition



Matej Lino Pirc, Money and Finance student, received the Prešeren Prize from the University of Ljubljana for his master's thesis.



Four UL SEB students received Special Commendation for Students with the Best Academic Achievements from the University of Ljubljana

Research



Research in 2024

172

Researchers

14

young researchers

176 – 45 %

Scholarly Articles: in top journals

15

Books

9

Doctoral Theses defended

420

Master theses supervised

37

Contributions in international conferences

23

Contributions in national conferences

49 – 19

Chapters in Books: published by leading international scientific publishers

14 – 1

Reports and studies: as a part of international research networks

Research impact

11,281

Citations Scopus (2024)

8,390

Citations WoS (2024)

95

H-index WoS (2014-2024)

63

Research Projects, Research Programmes, and Internal Projects

8

Research Programmes (Slovenian Research Agency)

1

Infrastructure Programme

3

University interdisciplinary Projects

25

Research Projects (Slovenian Research Agency)

8

Bilateral Research Projects (Slovenian Research Agency)

1

Applicative project for an external client

7

Projects commissioned by the European and other foreign funding entities

How does critical thinking shape the research process and why is it essential for high quality and impactful research? In what ways do you encourage students and young researchers to develop strong critical thinking skills? How does this benefit their academic and professional development?

**Prof Dr
Vesna Žabkar**

Research requires a way of thinking in which we question, evaluate and form judgments about what we read or hear. Research based on critical thinking is certainly not descriptive or superficial. It enables researchers to look at problems from different perspectives, systematically question assumptions and evaluate evidence. In this way, meaningful and innovative research questions are formulated, appropriate methods selected, data analyzed and results interpreted. I try to support the development of strong critical thinking skills among students and young researchers by valuing thoughtful questions and curiosity in discussions, I share my own research process, including mistakes and struggles with contradictory evidence. This benefits them in many ways: by improving the quality of their work, by developing skills to adapt to new challenges, and by promoting the impact of their work on society and the environment.

UL SEB Research Contributions

Dissemination of research

The School of Economics and Business at the University of Ljubljana promotes the dissemination of research through various international and media collaborations. One such instance is the presentation of UL SEB as an example of good practice in science communication at the **Discovery Science conference** held at Stellenbosch University in South Africa. This not only strengthened the school's international reputation but also fostered connections with leading academic institutions. Additionally, in collaboration with the **Slovenian Press Agency (STA)**, an innovative project called StudioEF was launched to bridge research with the business community and media. Video-format interviews with researchers address current social challenges and trends, making scientific findings more accessible and relevant to everyday life. This project enhances public understanding of economic and social science research while reinforcing the impact of academic work beyond the university setting.

Prominent Research Awards

Miroslav Verbič - 2024 University of Ljubljana most excellent research achievements

Jurij Jaklič - 2024 University of Ljubljana Golden plaque award

UL SEB BEST PAPER AWARD 2024

BUNJAK, Aldijana, **ČERNE, Matej**, NAGY, Noemi, BRUCH, Heike. "Job demands and burnout : the multilevel boundary conditions of collective trust and competitive pressure." *Human relations*. May 2023, vol. 76, iss. 5, pg. 657-688.

DRIES, Nicky, **KAŠE, Robert**. "Do employees find inclusive talent management fairer? It depends. : contrasting self-interest and principle." *Human resource management journal*. 2023, vol. 33, iss. 3, pg. 702-727.

ANAND, Arsh, VANPÉE, Rosanne, **LONČARSKI, Igor**. "Sustainability and sovereign credit risk. International review of financial analysis." *International Review of Financial Analysis* [Print ed.]. Mar. 2023, vol. 86, article no. 102494, 27.

Central Economics Library in 2024

3,003

active users

45

user trainings

2,456

participants at user trainings



Access to more than **100** licenced e-sources

UL SEB Publishing in 2024

2

monographs

2

new textbooks

Economic and Business Review (EBR) in 2024



Indexed in the Academic Journal Guide (AJG/ABS)

4

editions



Published on Elsevier Digital Commons platform



Highlights



The SKIPPER team from the University of Ljubljana, School of Economics and Business had the opportunity to present their project at the GETM4 event.



Research of the School of Economics and Business among UL's most excellent research achievements



Presentation on the findings of the target research project "The Impact of Major International Sports Events on GDP and Other Key Socio-Economic and Financial Indicators" by Dr Maja Zalaznik

Global Outreach



International Campus

1,533

international
students

59

different
nationalities

853

full-time foreign
students

311

incoming students
from **33** countries

369

Students at short-
term programmes

Courses in English language at UL SEB

138

courses

48

courses in
undergraduate
programmes

74

courses in
master's
programmes

16

courses in
doctoral
programme

UL SEB Students Studying Abroad

209

outgoing
students

105

partner
universities

29

countries

How does your international background influence your teaching and research of international business, and how do you encourage students to apply critical thinking when analyzing global market challenges? Why is this skill essential for success in today's interconnected economy?

**Doc Dr
Anastas Vangeli**

Having earned degrees in different countries and disciplines, I've learned to adapt to diverse viewpoints, challenge intellectual silos, and recognize the limits of any single framework. I approach international business not as a fixed set of best practices, but as a fluid, contested field shaped by global power dynamics. Critical thinking is thus a practical necessity in today's volatile landscape, where business is nothing but the usual. In both teaching and research, I question dominant frameworks that treat Western market logics as universal, encouraging students to ask why the world (and the market as part of it) work the way they do, who sets the rules, and what are the alternatives. In this, I consider critical thinking a core capacity for orientation rather than just a soft skill, essential to truly understand the world rather than just replicate dominant narratives. I push students to question assumptions, embrace complexity, and think beyond conventional wisdom, not to fit more smoothly into the world as it is, but to recognize its contradictions, imagine how it could be otherwise, and be able to take action to change it.

Creating international study experience

UL SEB also aims to create an international study experience with short-term programmes that attract students from all over the world. Through short-term programmes that are open both to UL SEB and international students, students gain additional competences in speaking a foreign language, intercultural skills, and most importantly, they gain a life-long advantage of studying courses at a renowned faculty with international students from all over the world.

8

international short-term programmes

425

participants

145

Ljubljana Summer School

91

Ljubljana Doctoral Summer School

32

Ljubljana Doctoral Winter School

30

Summer school of Cultural Management

37

Global School in Empirical Research Methods (GSERM) Ljubljana

32

EIT Digital Summer School

24

EIT International Summer School Resilient Cities

34

Ecotopia Summer School



Confucius Institute Ljubljana (CI Ljubljana)

Confucius Institute ('CI Ljubljana') is educating the community about the importance of understanding Chinese culture, especially when doing business with China. CI Ljubljana is also a receiver of the HSK licence, and is therefore one of eight Confucius Institutes in the Balkan area with the ability to carry out HSK exams – an internationally standardised exam that tests and rates Chinese language proficiency.

CI Ljubljana activities in 2024

- Chinese language and culture courses for about 500 students
- Traditional Dragon Boat Festival on the Ljubljanica River
- Summer school in Shanghai for 20 Chinese language students from CI Ljubljana
- Collaboration with the Slovene Ethnographic Museum on the exhibition Asia in the Heart of Ljubljana
- Visits of several delegations from China



Highlights



UL SEB hosted a delegation from the parliament of North Macedonia and students from the Macedonian Student Organisation in Slovenia



Workshop by Dr Raul Villamarin Rodriguez from Woxsen University, titled “Beyond AI: Embracing the Educational Potential of AR/VR – Business-Relevant Competencies for the Age of Automation”

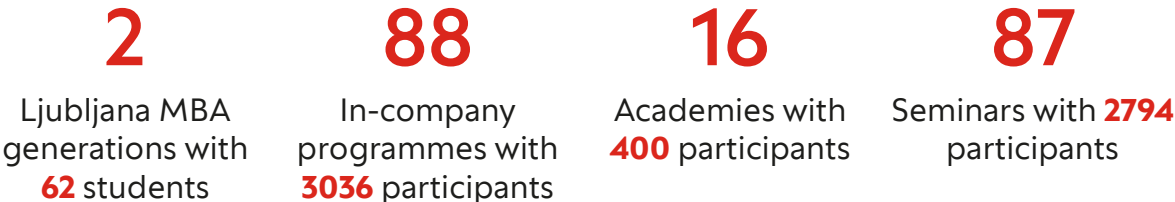


CEL's International Staff Week Beyond Books

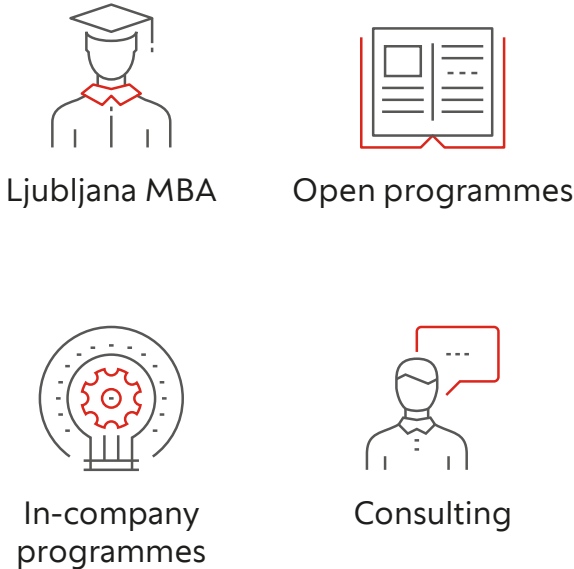
Executive Education



Executive education participants in 2024



Programmes and Services



In what ways can executive education programmes train leaders to critically assess market trends, risks, and innovations?

A portrait of Valter Leban, a middle-aged man with dark hair, wearing a grey suit jacket over a white shirt. He is looking slightly to the right of the camera with a neutral expression. The background is plain white.

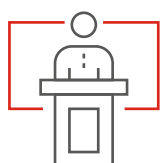
Valter Leban

President of the Board of Management, Kolektor

I believe that the Executive education programs at the Center of Business Excellence already provide strong coverage of critical assessments of market trends, risks, and innovations, as they incorporate up-to-date applied theoretical frameworks, data analytics, case studies, practical applications, risk and crisis simulations, as well as collaborative learning and networking. However, I would like to suggest placing even greater emphasis on exposure to innovation through presentations of best practices, visits to innovation labs and startups, and meetings with guest lecturers and industry experts. This would provide participants with additional insights into the latest trends and innovations. Furthermore, continuous education programs that grant leaders access to further resources and modules would ensure that they stay up to date with the ever-evolving market trends and innovations.

Empowering Companies with the Generative AI

In 2024, the Centre of Business Excellence (CBE) at UL SEB placed a strong focus on generative AI in executive education, recognising its transformative potential for business leaders. Through specialised workshops, CBE equipped executives and researchers with the knowledge and tools to leverage AI for strategic decision-making, innovation, and efficiency. By integrating generative AI into executive learning, CBE reaffirmed its commitment to fostering future-ready leadership and driving organisational success.



10

open seminars on generative AI



10

in-company seminars on generative AI

Uporaba orodij generativne umetne inteligence pri raziskovalnem delu



13. december 2024,
Ekonomsko fakulteta v Ljubljani



Poslovanje z uporabo generativne AI

Praktična delavnica uporabe GAI orodij.



12. december 2024,
Ekonomsko fakulteta v Ljubljani

CBE E-TALKS

CBE E-talks are a series of video podcasts or webinars with representatives from business, and also UL SEB lecturers on current topics, trends, and challenges in business. With CPOEF E-talks, we bring high quality content, current knowledge and trends, practical experience, and best practices closer to the general business public. Join more than 20,000 viewers on the [CBE YouTube channel](#).

4 CBE E-Talks in 2024

2,269

viewers

CBE E-Talk: Economics under the spotlight 2024

6

speakers

10-20

minute
speeches

793

viewers

CPOEF E-TALK: The good, the bad and the dirty in sustainability

CPOEF E-TALK: Low rise in productivity of a “smart, sustainable and competitive Slovenia”

Metka Tekavčič, Rok Spruk, Maja Brelih Lotrič, Klemen Končan Verstovšek, Jernej Česen, Iztok Seljak

**EKONOMIJA
POD ŽAROMETI**

**CPOEF
E-TALK**
Special edition

IZTOK SELJAK,
Hidria

METKA TEKAVČIČ,
EF UL

ROK SPRUK,
EF UL

MAJA BRELIH LOTRIČ,
LOTRIČ Meroslovje

**KLEMEN KONČAN
VERSTOVŠEK,**
Bitcoin Shop

JERNEJ ČESEN,
Outfit7

Highlights



Knowledge Matters:
Sustainability in business
with 150 participants



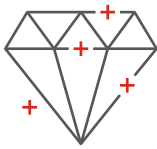
CPOEF e-talk: Trump's Win
in the USA and its
Implications for Europe and
the Rest of the World with
over 1000 participants



6 in-company editions of
Leadership Academy with
137 participants

Alumni

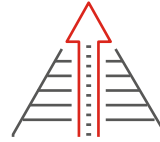




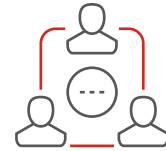
Exclusive
events



Career
opportunities



Life-long
learning



Networking

UL SEB ALUMNI CLUBS

- Alumni MANAGERS' LOUNGE (Business and Organisation)
- Alumni EMTM
- Alumni ICPE
- Alumni MACEDONIA

UL SEB ALUMNI SECTIONS

- Alumni MARKEThink
- Alumni Business Informatics
- Alumni GOLF
- Alumni GOURMET
- Alumni CYCLISTS

PARTNER ASSOCIATIONS

- Beta Gamma Sigma Ljubljana Chapter
- Alumni MBA Radovljica

How do you foster critical thinking among your employees and guide them toward an analytical approach to problem-solving? In what ways has this skill influenced your ability to make strategic decisions and contributed to the growth and expansion of the company you lead?

A portrait of Maja Brelih Lotrič, CEO of LOTRIČ Metrology. She has long, dark, wavy hair and is wearing a white blouse. The background is plain white.

**Maja Brelih
Lotrič**

CEO LOTRIČ Metrology

At LOTRIČ Metrology, we recognize that critical thinking is essential not only for the growth but also for the continuous development of our company. As leaders, we understand that fostering this skill begins with setting an example – if the leadership team does not embrace analytical thinking and questioning assumptions, we cannot expect it from our employees. To cultivate a culture of critical thinking, we invest heavily in education. If we calculate the total hours dedicated to training, it equates to having 1.1 employees engaged in learning every single day. Through continuous education, we empower our team to challenge conventional approaches and seek data-driven solutions. Additionally, our structured system for submitting innovative proposals ensures that employees actively contribute ideas, analyse challenges, and refine processes. This approach has directly influenced our strategic decisions, leading to the expansion of our services and strengthening our position as a trusted provider of metrology solutions.

Alumni Connect Podcasts

Alumni Connect podcasts were launched in the 2021/2022 academic year. In 2024, 16 new episodes were recorded and published as well as 6 written interviews. Through Alumni Connect podcasts we discover different ideologies and views on the current topics. Above all, we present personal stories of our alumni. With Alumni Connect we connect individuals, spread ideas and good practices, create opportunities and new acquaintances, and change our community for the better.



16

Alumni Connect Podcasts

**DAMJAN
AHČIN**

PwC Slovenija

Delo revizorja ni le poklic,

ampak poslanstvo



Damjan Ahčin, PwC Slovenia

*“An auditor’s job is not just an occupation,
it is a calling”*

**JERNEJ
ČESEN**

Outfit7

Vodja prihodnosti je mentor.



Jernej Česen, Outfit 7

“A future leader is a mentor”

Beta Gamma Sigma Ljubljana Chapter

Membership in BGS is the highest recognition a business student anywhere in the world can receive at a school accredited by AACSB International. The Beta Gamma Sigma designation can set students and alumni apart from the crowd. It conveys academic excellence and a commitment to high principles and superior achievement throughout their lifetimes. BGS membership is lifelong and by invitation only.

In 2024, we welcomed the 14th generation of Beta Gamma Sigma members. The BGS Ljubljana Chapter now has over 1300 members.

85
new BGS Ljubljana
members



Katja Goljar,
Relove

**Two honorary
members**



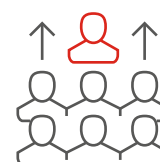
Bojan Ivanc,
Slovenian Chamber of
Commerce

Alumni MBA Radovljica

Alumni Association MBA - Radovljica is an organisation formed by members who finished their studies at International Full-time Master's Program in Business and Organisation (IMB) at UL SEB. Established in 1996, it is the oldest self-standing alumni association at UL SEB.

1,000+
Alumni MBA Radovljica
members

2
Alumni scholarship
winners



Newly elected
leadership

Highlights



TikTalk Biznis Episode 2:
Connecting brands to Gen Z culture



Digital Marketing Academy



Round table discussion -
From an idea to a spectacle:
I Feel Slovenia Night of the
Dragon



UNIVERSITY
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School of Economics
and Business

Summary Information

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